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PRACTICES OF STATE DEPARTMENTS OF EDUCATION IN NEW EDUCATIONAL MEDIA/AUDIOVISUAL EDUCATION DURING 1960-1961, FINAL REPORT, VOLUME 1, THE STUDY.
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A DESCRIPTION OF THE CURRENT PRACTICES AND ACTIVITIES OF THE 50 STATE DEPARTMENTS OF EDUCATION IN THE FIELDS OF NEW EDUCATIONAL MEDIA AND AUDIOVISUAL SERVICES WAS THE PURPOSE OF THE STUDY. SUMMARY INFORMATION WAS ACQUIRED TO ASSIST THE U.S. OFFICE OF EDUCATION AND THE CHIEF STATE SCHOOL OFFICERS IN PLANNING STATE ACTIVITIES RELATED TO NEW EDUCATIONAL MEDIA AND AUDIOVISUAL EDUCATION. THE INFORMATION IS PRESENTED IN THREE BROAD CATEGORIES--(1) A SUMMARY OF NATIONAL PATTERNS OF ACTIVITIES IN STATE DEPARTMENTS OF EDUCATION, (2) INDIVIDUAL DESCRIPTIVE REPORTS OF EACH STATE'S ACTIVITIES, AND (3) COMMENTS AND OBSERVATIONS IN REFERENCE TO THE ROLE OF STATE DEPARTMENTS OF EDUCATION IN NEW MEDIA AND AUDIOVISUAL EDUCATION ACTIVITIES. APPENDIXES OF THIS STUDY CAN BE FOUND IN ERIC DOCUMENT, ED 003 115. (MB)

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PRACTICES OF STATE DEPARTMENTS OF EDUCATION

IN

NEW EDUCATIONAL MEDIA / AUDIOVISUAL EDUCATION

DURING 1960-1961

U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
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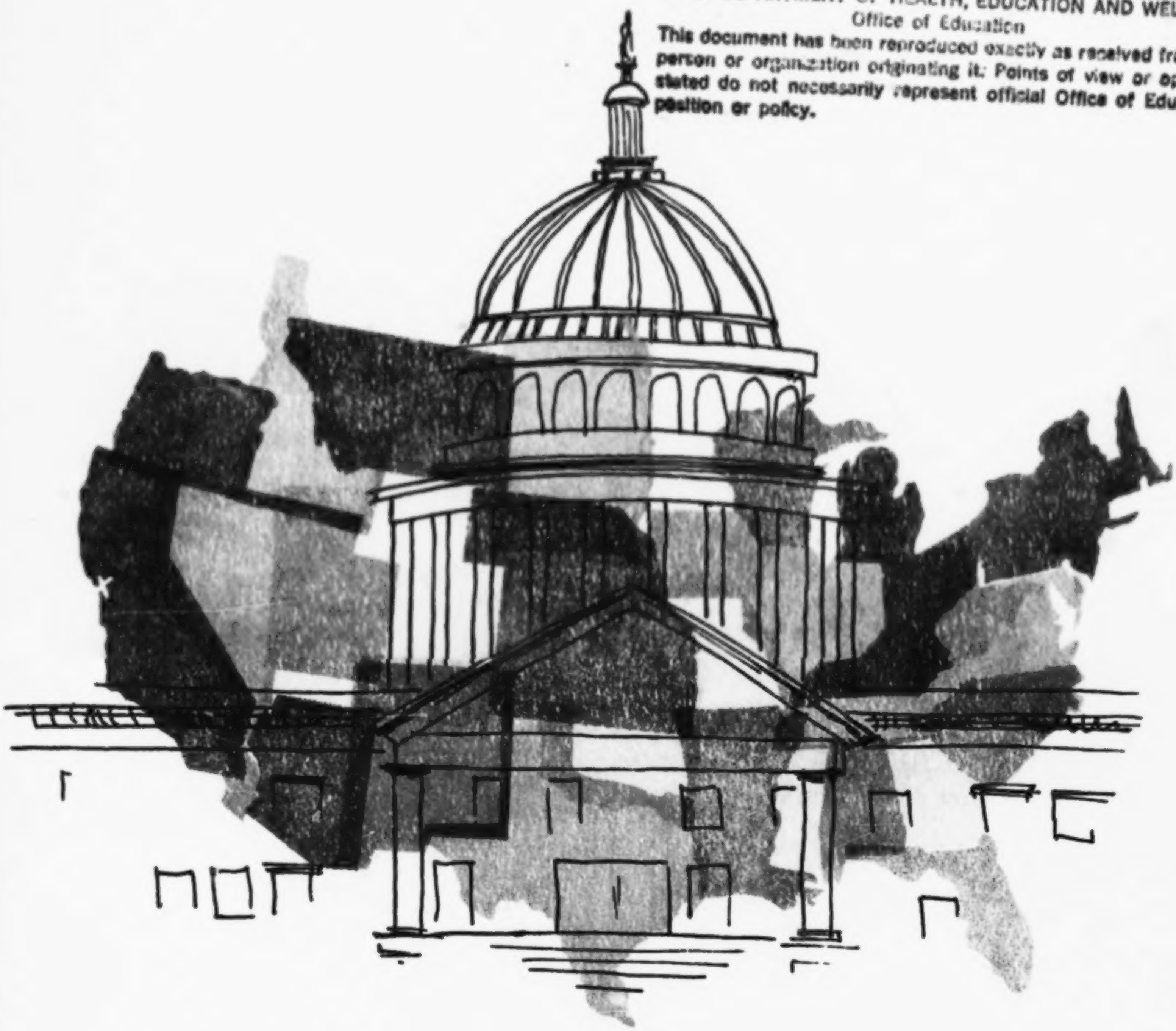

FINAL REPORT

Volume I

The Study

SAVES Project

STATES AUDIOVISUAL EDUCATION STUDY

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WORKING DRAFT OF THE SAVES PROJECT REPORT

on

"Practices of State Departments of Education in New Educational Media/Audiovisual Education During 1960-61." (Appendices Not Included)

This Working Draft is prepared and distributed to chief State school officers, principal respondents in State departments of education, members of the SAVES Advisory Committee, and selected individuals who have assisted in the Study. Distribution of this draft is for the purpose of obtaining comment and review before completing the final report to the United States Office of Education. After your comments and reviews have been summarized the final report will be sent to that Office. (This material has not been submitted to the USOE at this time for either their approval or disapproval.) All comments and reviews in order to be incorporated into the final report must be received by the SAVES Project Office by December 14, 1962, at the above address, Attention: Dr. Francis W. Noel.

Information contained herein was developed under a contract between the United States Office of Education, Washington, D.C. and the University of Southern California, Los Angeles, California. Duplication in whole or in part in any form must be approved by that Office following submission of the final report from the University of Southern California on or about January 31, 1963.

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Thank you,

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SAVES is a research project being conducted by the University of Southern California School of Education at the invitation of the U.S.O.E. under an NDEA contract.

PRACTICES OF STATE DEPARTMENTS OF EDUCATION

IN

NEW EDUCATIONAL MEDIA/AUDIOVISUAL EDUCATION

DURING 1960-61

by

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A research study of the activities of the fifty State departments of education in the field of new educational media/audiovisual education conducted under the auspices of the United States Office of Education and the University of Southern California, initially designated as the States AudioVisual Education Study or SAVES Project

SCHOOL OF EDUCATION
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LOS ANGELES, CALIFORNIA
1963

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FOREWORD

This study describes current practices and activities of the fifty State departments of education in the field of new educational media and audiovisual services. The study was made between March 1961 and January 1963 and it describes the activities of the departments during a 12-month period, either the 1961 calendar year or the school year 1960-61. The questionnaire survey and personal interviews were conducted between January and June, 1962. The purpose of the study was to acquire summary information which would assist the Office of Education and the chief State school officers in planning for future state activities related to new educational media and audiovisual education. The chief State school officers, it was hoped, would use the data from the study as background information for the preparation of a policy statement on responsibilities of State departments of education in the field of new educational media and audiovisual education.

The information is presented in three broad categories: (1) a summary of national patterns of the activities in State departments of education, (2) individual descriptive reports of each State's activities, (3) comments and observations of the project director and staff members in reference to the role of State departments of education in new educational media and audiovisual education activities. A bibliography and appendices are included.

A research study of this scope is not possible without the assistance and generous cooperation of many individuals. Grateful acknowledgment is extended to representatives of the United States Office of Education, members of the Council of Chief State School Officers, members of the Association of Chief State School Audio-Visual Officers, members of the Department of Audiovisual Instruction, NEA, the States AudioVisual Education Study Advisory Committee and various other individuals who participated in and contributed to the study. Special appreciation is expressed to my colleagues on the staff for their wholehearted enthusiasm, untiring efforts and excellent professional counsel. The director also wishes to thank the secretarial staff and student assistants whose work on the project helped assure its completion.

A list of major participants and contributors appears elsewhere in this report. Appreciation goes to them and to others not mentioned by name who have rendered valuable assistance. It is hoped that the efforts of these persons will be rewarded by the use that will be made of this document in furthering the development of new educational media and audiovisual education programs at the State and other levels of government.

Francis W. Noel
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ACKNOWLEDGMENTS

The project staff wishes to express appreciation to various individuals who rendered advice and counsel at different times during the tenure of the project and to members of the States AudioVisual Education Study Advisory Committee whose ideas and suggestions contributed to the design of the study.

Special credit and recognition, as well as appreciation, are extended to the officers and staff members of the fifty State departments of education for their cooperation and generous assistance in the completion of this study. Despite pressing duties, every State department of education returned the questionnaire and kept the scheduled interview appointment. In addition, many officers forwarded to the project materials which were unavailable at the time of the follow-up interview.

Without such wholehearted assistance this study would not have been possible.

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CHAPTER I

PROCEDURES USED IN THE STUDY

Background of the Study

This study was conducted by the University of Southern California under a Title VII-B National Defense Education Act Contract at the invitation of the United States Office of Education in response to a request by the Study Commission of the National Council of Chief State School Officers. The School of Education of the University, under Dean Irving R. Melbo, established a separate facility for the States Audio-Visual Education Study known as the SAVES Project. Francis W. Noel, former Chief of the Bureau of Audio-Visual and School Library Education of the California State Department of Education, served as Director and Principal Investigator of the study. The contract officer for the Office of Education was Seerley Reid, Assistant Director of the Educational Media Branch.

The purpose of this study was to describe current practices and activities of the fifty State departments of education related to new educational media and audiovisual education and possible future trends in these areas of education. Like an earlier study made in 1957 by Dr. Reid, this study represents, in part, a continuing activity of the Office of Education in conducting various types of surveys of audiovisual education programs.

Design of the Study

General direction and guidance were sought by the project staff at two meetings held early in the study. Approximately twenty-eight officers or representatives of national educational organizations, and specialists in the field of new educational media and audiovisual education met with the project director, the manager, and the USOE contract officer for two days in Washington, D.C. From this meeting developed the general guidelines of needs and approaches to the descriptive problem. An important recommendation by this group was that the research study should describe the status of each State program and indicate national patterns and trends, but that one State should not be compared with another because of their many variations. At a national meeting of the Association of Chief State School Audio-Visual Officers, project staff members presented the design of the study and sought advice and counsel on their informational needs.

In addition, under a separate contract being performed parallel in time to the SAVES Project, another study was made of the legal foundations for State activities in new educational media and audiovisual education. Reports of each State's pertinent legal provisions were made available from this separate contract to the SAVES staff during the preparation of the final project report.

The Questionnaire

An 18-item questionnaire, which duplicated in part the 1957 study by Dr. Reid, was prepared in the Office of Education. This questionnaire related to organization, personnel, finance, and selected activities of the State departments of education; and, in addition, certain questions related to accreditation, certification, State aid funds, and specific new educational media topics. This questionnaire was mailed by the project directly to each of the fifty chief State school officers. With few exceptions, the chief State school officers forwarded the questionnaire to staff members who (1) held prime responsibilities in new educational media or audiovisual activities, or (2) were directors of research or statistical services, or (3) were directors of curriculum or instructional service units. All fifty States completed and returned the questionnaire.

The Master Interview Schedule

The project staff prepared a 76-page master interview schedule which developed in greater detail the information requested in the questionnaire. In addition, several questions were developed which requested the opinions of State department of education officers on the development and future of new educational media at the State and national level. From this master interview schedule, and according to the nature of the specific State response to individual items in the questionnaire, an interview schedule was composed for each particular State. In general, when the State responded "yes" to the questionnaire item, a series of questions were used to develop the details of the specific activity involved. In general, when the State responded "no" to the questionnaire item, a series of questions were used to develop the details of alternatives used by the State department of education in the specific activity involved.

Personal Interviews

Seven interviewers were selected from members of the project staff and persons with knowledge and experience related to State departments of education, new educational media and audiovisual education, and interview procedures. A workshop was held for all interviewers. In five days the interviewers were briefed on standard interviewing techniques and problems associated with this specific study and mock interview sessions using the actual interview schedule were held. Immediately after the workshop, all interviewers completed one State interview, then met and compared experiences for improving the remaining interviews. Project staff members, using the individually-prepared interview schedules, visited each State department of education office and personally interviewed the questionnaire respondent. In several States, more than one department officer participated in some phase of the interview. At the con-

SAVES PROJECT FIELD INTERVIEWERS AND STATES VISITED

James W. Brown	California Oregon Washington	Bernard R. Kantor	New Mexico
Irving R. Melbo	Alaska Florida Hawaii Texas	Barry V. Morris	Delaware Maryland New Jersey North Carolina South Carolina Virginia West Virginia
Elizabeth S. Noel	Alabama Arkansas Colorado Connecticut Illinois Iowa Mississippi New Hampshire Oklahoma Rhode Island Vermont Wyoming	Francis W. Noel	Arizona Georgia Indiana Kansas Louisiana Maine Massachusetts Nevada New York Pennsylvania Wisconsin
Paul V. Robinson	Idaho Kentucky Michigan Minnesota Missouri Montana Nebraska North Dakota Ohio South Dakota Tennessee Utah		

clusion of each interview, respondents were asked to record extemporaneously on tape their opinions with regard to future national developments and the particular needs of their State in the new educational media and audiovisual education field. All of the fifty States granted and completed the interview phase of the study.

Processing the Information

Following the interviews, project staff members processed, tabulated and analyzed information accumulated through the questionnaire and interview procedures. In addition, State department of education officers provided many State publications which were used as confirming and clarifying documents. The reports of legal provisions in all fifty States, completed under the separate contract mentioned above, were available and used as supporting documents.

The State Reports

The processing of data proceeded in two directions, one descriptive and one tabular. Three of the staff members, who had conducted seventy per cent of the interviews, prepared descriptive reports for each State. These State reports (Chapter III) were prepared to a standard format based on the broad functions exercised by State departments of education. All State reports that involved an interviewer other than the writer were submitted to the original interviewer for correction and comment. Then all State reports were submitted to the principal respondent in the individual State for corrections of fact and additional information of importance to the study. All corrections of fact were made as requested; additional information submitted was included where possible. Exceptions were due to format or production problems involved in the final report.

Preparation of the Tables

Tabular work proceeded on the basis of the information on hand. The purpose of the tables was the derivation of national patterns of State activities. Statistical information derived from the interview procedure was tabulated for preliminary examination by professional members of the staff. This examination of preliminary tables revealed two factors which influenced the final development of tables presented in Chapter II. First, for selected items in the interview schedule, some tabular information was not sufficiently consistent or complete to justify publication. Second, data for some items were so minimal that categories for specific items had to be combined into larger units.

Summarizing Respondents' Opinions

The taped replies to the last five interview questions were grouped on the basis of similarity of ideas and briefly summarized to give a description of expected national changes and State needs in the new educational media and audiovisual education field as perceived by the respondents. This summary is reported in Chapter IV.

Reviewing the Findings

Following the processing and summarization of the collected information, the project director and selected staff members reviewed the data and developed some directions for recommendations and conclusions from the project experience. The results of this procedure will be found in Chapter V.

Source List of Publications

A selected bibliography was prepared from the publications supplied to the project staff during the course of the interviews with State department staff members. This annotated source list will be found in Chapter VI.

The Working Draft and Final Report

All the materials developed for Chapters I through VI of the report were then duplicated and distributed to each of the fifty chief State school officers and each of the principal respondents in the fifty State departments of education, members of the SAVES Project Advisory Committee, and selected individuals nationally known for their work in the field of new educational media and audiovisual education. This preliminary working draft was distributed for review and comment by the recipients. The project director reviewed, summarized, and interpreted these comments in the appendices of the final report to the Office of Education. In addition, the project director submitted, as a part of the appendices, a comparison of the 1957 and 1962 questionnaire responses and copies of selected documents used in the study procedure.

Comparison of the 1957 and 1962 Questionnaires

It should be noted that in the presentation of draft materials for review and comment by interested participants in the study, no comparison was made between the 1957 and 1962 questionnaire studies. This represented a reluctant choice on the part of the staff since such a comparison would provide some indicative trends which have never been reported in any similar study. As a matter of sound research procedure, the project staff felt this comparison should be provided only to the Office of Education for appropriate analysis and interpretation. This decision was based on the following grounds: (1) the 1957 questionnaire investigated audiovisual materials and related practices; the 1962 questionnaire included new educational media; (2) the 1957 questionnaire investigated a two-year period basically with varying time patterns throughout the items; the 1962 questionnaire involved a twelve-month period within a calendar or a single school year; (3) in an analysis of responses to each of the questionnaires, certain inconsistencies in responses were noted which made reporting or comparison of selected items from either of the questionnaires somewhat questionable; (4) the volume and nature of the information collected during the study prevented adequate attention to a more detailed examination of the 1957 study responses. Due to limitations of time and personnel, it was impossible to prepare an adequate comparative analysis of the two questionnaire studies for distribution to other interested parties. It should be noted also that both questionnaire studies revealed diverse responses by State department of education officers. These were sometimes due to variable definitions for some specific terminology used in the questionnaires. In addition, the administrative necessity in some departments to spread the functions being investigated throughout several internal units made it virtually impossible for the respondent to have access to all the information requested.

Terms and Abbreviations Used

New Educational Media means television, radio, motion pictures, and related media which may be used for new and more effective communication of educational information and which have recently come into use in public elementary or secondary schools or which may come into being for such use in the future. The term, used throughout the questionnaire, includes audiovisual instructional materials and equipment--charts, exhibits, filmstrips and slides, maps and globes, motion pictures, programed materials with or without teaching machines, radio and television programs, disc and tape recordings, language laboratories, and so forth.

CCTV is an abbreviation for "closed-circuit television."

ETV is an abbreviation for "educational television."

NDEA is an abbreviation for the "National Defense Education Act."

NEM/AV is an abbreviation for "new educational media and audiovisual education." This abbreviation was selected as a convenience for the reader because of the frequent appearance of the phrase. New educational media was a prime concern of the project because of contract obligations and the impact of the National Defense Education Act; audiovisual education was included because this proved to be the most common term in use throughout State departments of education for the activities involved.

SDE is the term designating the "State department of education," chief administrative school unit of each State government. For consistency and clarity, the term "department" has been used throughout all State reports to indicate the total chief State school agency. The abbreviation SDE, representing "State department of education," is frequently used.

CHAPTER II

NATIONAL PATTERNS IN NEM/AV ACTIVITIES AT THE STATE LEVEL

PURPOSE OF THIS SECTION OF THE STUDY

This portion of the study attempts to develop common practices and national patterns in NEM/AV based on reports of State department of education programs. It is the purpose of this chapter to describe current practices, policies, and patterns in respect to NEM/AV. Information was assembled from the mail questionnaire and a personal interview within each of the States. This information was then brought together, tabulated, and the following tables developed so that an overall picture of activity throughout the United States, as viewed by State departments, could be described on a common basis. No identification of individual States will be made, rather this section will describe over-all national patterns. In this way, it is hoped that chief State school officers and others concerned with the growth, development, and activity in respect to new educational media can observe scope and pattern on a national basis. Should individual State programs or specific data need clarification, the reader may turn to the fifty State reports (Chapter III) for additional information.

How To Read the Tables

Both the questionnaire and the interview schedule results are reported within the same tables.

ALL RESPONSES ARE REPORTED IN THE POSITIVE (YES) RESPONSES WHICH STATES MADE TO A QUESTION. THE READER MUST REFER TO THE TABLE AND TEXT FOR FULL MEANING OF THE DATA.

Wide bars. Wide bars in the tables refer to the number of positive (yes) responses to a major question category. This information can be read in either number of States or percentage of States within the nation.

Narrow bars. Below the wide bar is additional data related to the major category; this is reported by a narrow bar and can be read in either percentage or number of the 50 States.

Light bars. Light bars appearing at the far right of the table indicate the number of States providing no response to an item and should be counted right to left beginning with zero (0).

In all cases, questions are reported according to the 50-State pattern and can only be read on the basis of number of States or percentage of 50 States.

TABLE I

PERSONNEL INVOLVED IN NEM/AV

Within the 50 States there is wide variety of the types of activities carried on in State departments. There is, likewise, a wide variety of personnel assigned to carry out these activities. Because of the diversity of individual State programs, there is carried into the State department of education many various ways of handling the needs within the State and the assignment of State department staff to perform these services. In view of this, it will be necessary for the reader to recall that programs which are unlike in character have been grouped into a limited number of categories. All of the States were asked to list personnel in the SDE who devoted 10% or more time to the new educational media field. These have been grouped into three broad categories: (1) inside professional personnel; those persons regularly employed by State departments on a full-time basis; (2) outside professional personnel; those professional persons who maintain other professional relations outside of the State department of education, but who are employed on a part-time basis by the State department to carry out certain of its functions; and (3) technical personnel; those persons employed to perform technical services and/or functions within the State department, and clerical personnel, stenographers and clerks, who are regularly employed by the State department to perform its clerical functions.

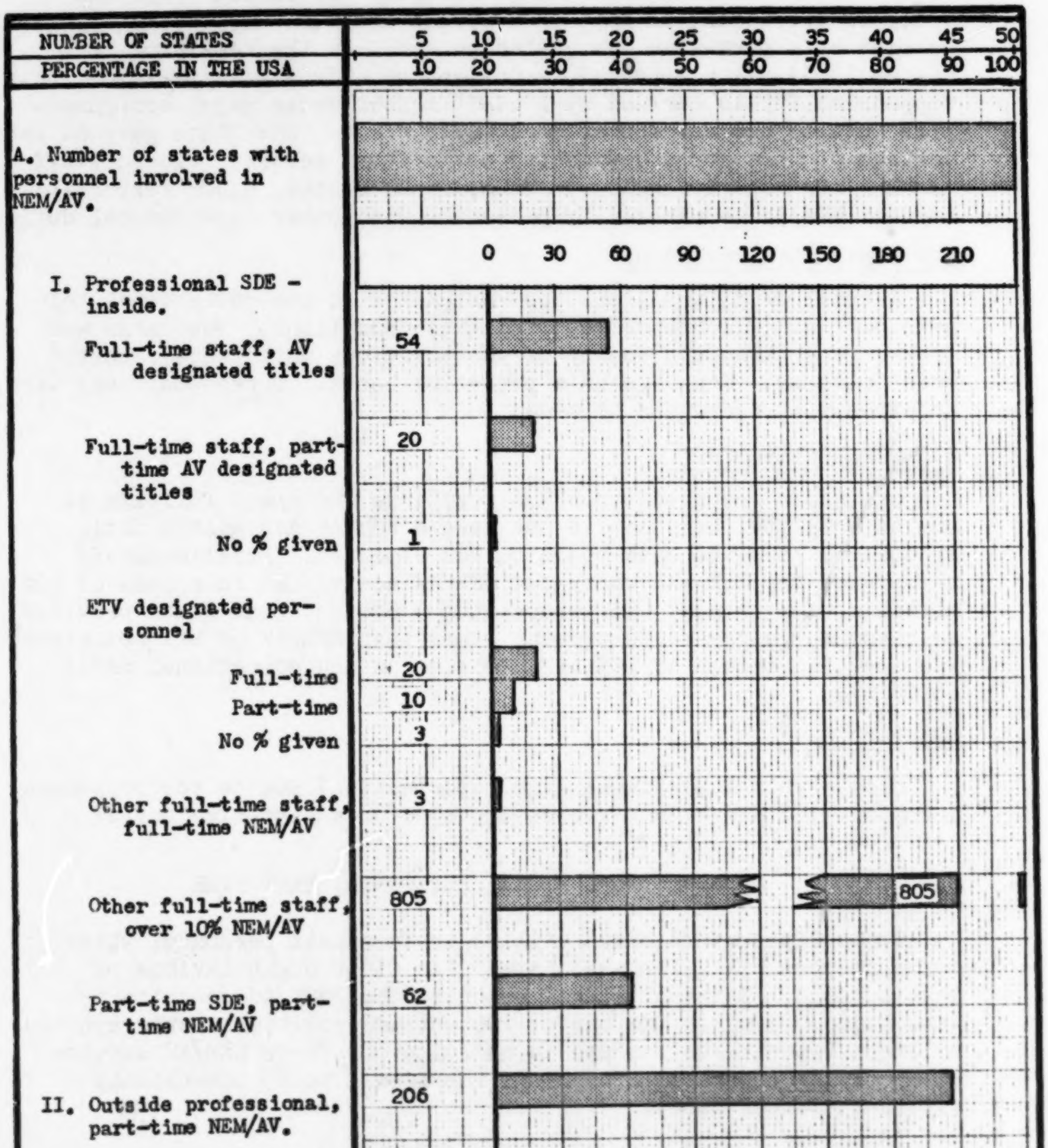
INSIDE PROFESSIONAL PERSONNEL

Because of the overlapping of many job titles it was not possible for the research staff of this study to develop categories within professional personnel classes, other than distinctions drawn between audiovisual and television personnel. Job specifications from the majority of States were non-existent. Where the job specifications existed, clearly defined lines within audiovisual were not drawn out. Thus, a person who performed audiovisual functions might also perform certain library functions. The instructional materials concept has infused into many jobs descriptions of overlapping duties. For this reason, under the category "audiovisual" have been grouped instructional materials personnel, audiovisual librarians, audiovisual consultants, audiovisual specialists, and so forth.

NEM/AV Designated Positions

In the nation as a whole, a total of 75 positions were reported in State departments of education which carry a designated audiovisual title; these occurred in 32 States (64%). Twenty-three States (46%) reported one or more fulltime positions; the total of fulltime positions was 54. Twenty fulltime SDE staff occupied designated

TABLE I
PERSONNEL INVOLVED IN NEM/AV



audiovisual positions on a part-time basis in 15 States (30%). These States included 7 States (14%) which had already reported fulltime positions, so that in 8 States the full responsibility is carried by a part-time designated person. In the remaining 18 States (36%) which reported no designated audiovisual position, this responsibility is carried by a staff member whose major assignment lies outside the new educational media field. One State gave no percentage of time for a designated audiovisual person. (These staff members are reported below.) Thus, in 27 States, major responsibility for NEM/AV is carried by personnel with other departmental duties.

ETV Designated Personnel

A total of 33 positions was designated in the educational television field; 11 States reported these positions. The range was from 1 to 9 persons. Twenty of the positions which were reported were fulltime. Ten were on a part-time basis. Three positions were not specified in regard to time.

Other Fulltime Staff

One State reported three SDE positions who spent fulltime in NEM/AV activity, but who did not have a NEM/AV designated title. In other States, no such position was reported. Fulltime staff members of the SDE who carry out NEM/AV activities in excess of 10% of their time totaled 805 persons in 49 States. One State provided no response in regard to persons other than NEM/AV or ETV positions who spent in excess of 10% of their time in new educational media activity.

SDE Part-time

Sixty-two SDE positions were reported in 7 States for personnel occupied with NEM/AV activities employed on a part-time basis.

OUTSIDE PROFESSIONAL PERSONNEL, PART-TIME

State departments often utilize professional personnel whose major responsibility is associated with other organizations or institutions. Thirteen States reported that NEM/AV consultants were used on a part-time basis; 206 outside positions were reported by State departments for use in carrying out their NEM/AV service and activity programs. The range was from 1 to 85 consultants within 13 States (26%).

TECHNICAL - CLERICAL

Technical

In order to carry out its services to schools, 18 States (36%) reported that they employed technical personnel to assist in the NEM/AV activity. Seventeen States reported 86 fulltime positions for these technical people; these ranged from 1 to 49 positions.

TABLE I (CONT.)
PERSONNEL INVOLVED IN NEM/AV

NUMBER OF STATES	5	10	15	20	25	30	35	40	45	50
PERCENTAGE IN THE USA	10	20	30	40	50	60	70	80	90	100

B. Total number of people involved in SDE operation.

	Number	Range	Average
I. Inside professional	978	4 - 61	19.56
II. Outside professional	206	0 - 85	4.12
III. Technical-clerical personnel	222	0 - 51	4.44

C. Percent of time in NEM/AV - inside.

10%	4
25%	5
40%	2
50%	9
75%	0
80%	0
90%	0
100%	54
No % given	1

D. ETV designated positions in SDE.

10%	0
25%	0
40%	0
50%	9
75%	0
80%	0
90%	1
100%	20
No % given	3

Nine part-time technical positions were reported in 4 States (8%). Two of these States (4%) regularly employed fulltime persons, so that 18 States (36%) employ either part-time or fulltime technical personnel to carry out the NEM/AV activities. Thirty-two States (64%) reported no fulltime or part-time personnel to perform technical NEM/AV operations related to their program.

Clerical

A total of 127 clerical positions was reported to be spending some time in NEM/AV activity. Twenty States (40%) reported 94 of these positions to be fulltime; the number of positions in these States ranged from 1 to 24. Twenty-one States (42%) reported 33 part-time clerical positions. Seven of these States (14%) were the same States who reported fulltime positions, so that in 16 States (32%) there is no clerical assistance in excess of 10% of the time to perform NEM/AV functions.

TOTAL NUMBER OF PEOPLE INVOLVED IN SDE-NEM/AV OPERATIONS

To summarize the personnel situation in the 50 States in respect to NEM/AV, 978 professional positions devote in excess of 10% of their time to NEM/AV activities. The range is from 4 to 61 persons with an average of 19.56 applying within the 50 States. Outside professional consultants utilized by State departments in order to carry out their NEM/AV activity was reported to be 206 persons, with a variation of from 0 to 85 persons. Thirty-seven States (74%) reported that they use no outside professional assistance in order to carry out their NEM/AV program. The average number of outside persons used was 4.12. A total of 222 technical and clerical positions was recorded in the country as a whole. These ranged from States who had no technical or clerical assistance (0) to a State which employed 51 persons for its NEM/AV operation. The average within the 50 States was 4.44 persons in the technical/clerical field.

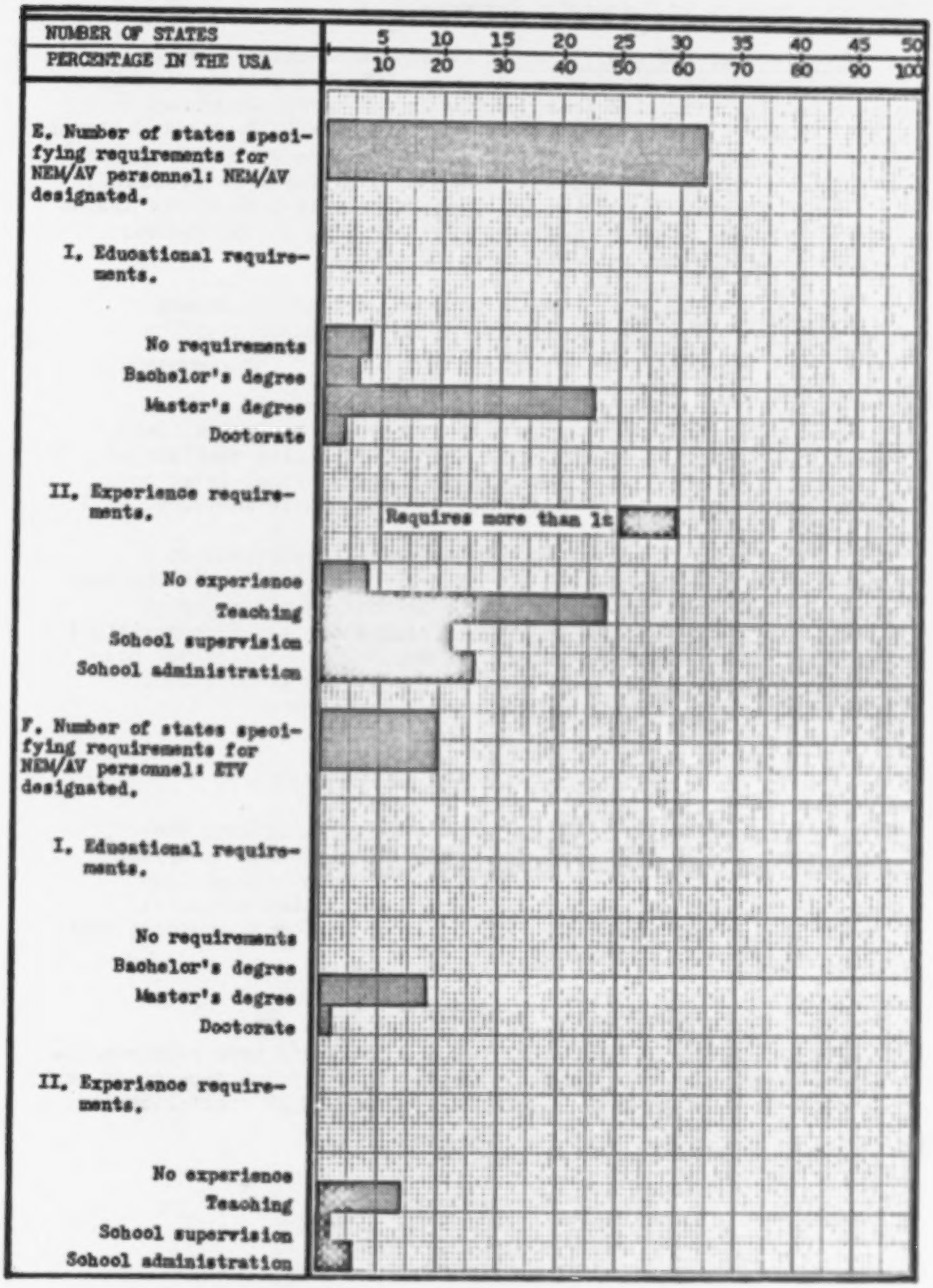
Percentage of Time Spent by Audiovisual Persons in NEM/AV

Of the 75 positions reported as designated positions within the States, 54 were reported to be 100%; 4 positions were reported to be approximately 10%; 5 at 25%; 2 at 40%; and 9 at 50%. In one State no per cent was given.

Percentage of Time of ETV Personnel

Thirty-three positions were reported as ETV designated; 20 of these positions were reported to be fulltime, 9 of the positions were reported as halftime, one position was reported as 90%. Three positions were given no percentage of time.

TABLE I (CONT.)
PERSONNEL INVOLVED IN NEM/AV



National Pattern by Classes of Personnel

Professional SDE staff inside. Most States utilize the general professional staff in order to carry out NEM/AV functions. It is more characteristic that these people do not carry designated titles which relate to NEM/AV. By combining NEM/AV designated titles and ETV designated titles, a total of 144 persons was involved over the nation. Of the 978 persons reported to be involved in NEM/AV, designated personnel constituted approximately 14-1/2% of the inside SDE professional staff providing NEM/AV services in the States; approximately 85% carry no NEM/AV designation.

Outside professional. Twenty-six per cent of the States (13 States) utilize persons outside of their regular staff to assist in carrying out NEM/AV activities.

Technical and clerical patterns. Seventy-two per cent of the States (36 States) reported some technical or clerical help in excess of 10% of a position, so that nearly three-quarters of the States have someone at the technical and clerical level to assist in carrying out the State departments NEM/AV activity.

AV/TV designated positions. By translating portions of a position into full positions, a total of 60.95 (FTE) positions were reported throughout the United States in State departments of education as being designated NEM/AV. Additionally, 25.4 positions were shown to be allocated for TV. Combining the designated positions a fulltime equivalent of 96.35 designated professional positions were reported throughout the United States.

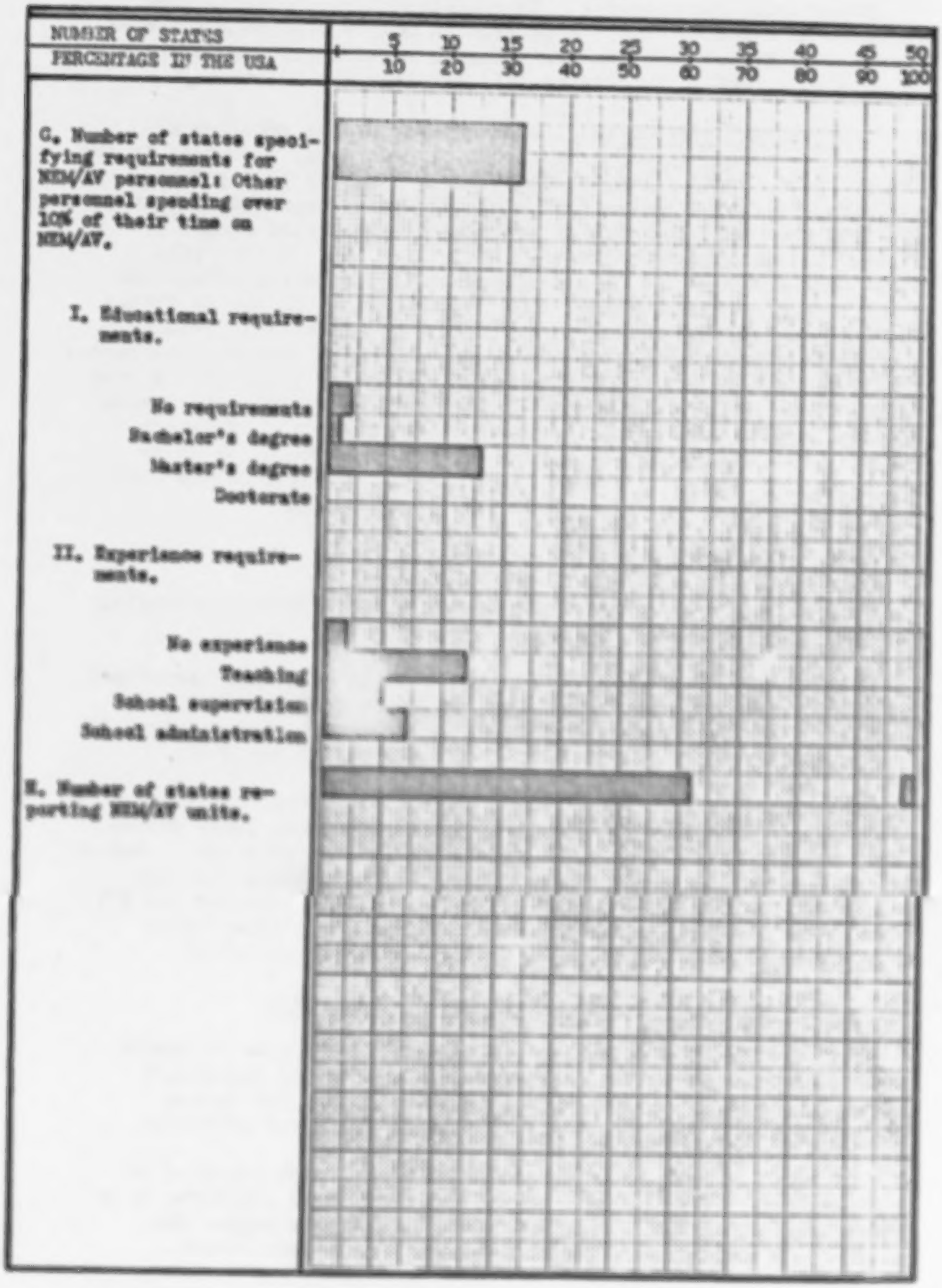
REQUIREMENTS FOR NEM/AV PERSONNEL

States were asked to supply information dealing with the educational and experience requirements for personnel occupying NEM/AV positions. In this study these have been divided into three requirement categories: (1) NEM/AV designated personnel; (2) ETV designated personnel; and (3) other personnel spending over 10% of their time on NEM/AV.

NEM/AV Designated Personnel Requirements

Thirty-two States (64%) reported that they did have requirements for personnel occupying NEM/AV positions in the State department, but requirements were not necessarily related to NEM/AV specialization.

TABLE I (CONT.)
PERSONNEL INVOLVED IN NEM/AV



Educational requirements. No educational requirements were reported in 4 States (8%). A Bachelor's Degree requirement was reported in 3 States. The Master's Degree requirement was reported in 23 States (46%). Two States (4%) required the Doctorate.

Experience requirements. In some cases States required experience in more than one area for State department personnel in the NEM/AV field. (The reader's attention is directed to the darker bar which indicates that a number of the States reported that they required more than one area of experience. The total number of States is indicated by the usual narrow gray bar, so that if a State requires more than one requirement this does not affect the total number of States making this requirement.) Of the 32 States (64%), 4 States (8%) stated no experience requirements. Twenty-four States require that SDE NEM/AV persons have teaching experience; in 13 of these 24 States additional experience is required. Eleven States (22%) require experience in the field of school supervision. Ten of these have additional experience requirements. Thirteen States (26%) require school administration experience for State department personnel in NEM/AV roles; twelve of these States (24%) also require other experience for NEM/AV personnel.

ETV Designated Personnel

Ten States (20%) reported requirements for personnel occupying designated TV positions.

Educational requirements. For those State department personnel dealing with educational television, no State reported that a Bachelor's Degree was sufficient; Master's Degrees were required in 9 of the 10 States. The Doctorate was required in one State.

Experience requirements. Seven States (14%) reported that teaching was necessary for ETV designated personnel; three States (6%) required other experience for ETV designated personnel. School supervision was required by *one State (2%); this State also had* other experience requirements. Three States (6%) required the ETV persons to have school administration experience; these States also required other experience for ETV designated personnel.

Other Personnel Spending More Than 10% of Their Time

Reference to the number of personnel spending time in NEM/AV shows that the majority of States depend upon other designated personnel to carry out the NEM/AV function within the States. Sixteen States (32%) reported requirements for these personnel.

Educational requirements. No requirements were reported in 2 States (4%). A Bachelor's Degree was considered a minimum in 1 State (2%). Thirteen States considered a Master's Degree the minimum. No State specified the Doctorate as a requirement.

Experience requirements. No experience requirements were reported in 2 States (4%). Teaching was expressed as a minimum requirement by 12 States (24%); 5 of these required additional experience backgrounds. School supervision was reported to be a minimum requirement by 5 States; these 5 States also had other experience requirements. Seven States reported school administration was part of the minimum background for State department personnel; 6 of these States reported that other educational experience was required.

NUMBER OF STATES REPORTING NEM/AV UNITS

A total of 31 States (62%) reported that they had a unit responsible for the NEM/AV program in their State department. One State (2%) did not respond to this question. Examination through interviews made it clear that interpretation and definition of what constitutes the NEM/AV unit needs further clarification. NEM/AV units varied from a State employing 96 persons to States who utilized a person for 10% of his time to carry out the NEM/AV activity, yet both reported a NEM/AV unit; further definition of a NEM/AV unit would appear warranted. (Inclusion in the national pattern of specialized NEM/AV training and experience requirements is noticeably absent.)

National Pattern

Among those States who have designated NEM/AV personnel, the Master's Degree was the most common minimum educational requirement. Teaching was the most often specified experience requirement; however, school supervision (11 States) and school administration (13 States) were required of designated personnel. The Master's Degree was apparently the minimum degree which was acceptable for the educational television position, with teaching being the most common experience requirement. Of those States utilizing non-designated personnel over 10% of their time, the most common degree requirement was the Master's Degree. Teaching experience was the minimum acceptable by most, with school supervision and administration highly desirable.

DISCUSSION OF THE TABLE

While a large number of persons (1,406) are involved in NEM/AV activity throughout the country in State departments of education, it is at the same time perplexing to find that only 108 persons are specifically designated the responsibility of providing leadership in NEM/AV. Of these 108 professional persons, only 74 are designated AV or TV fulltime professional positions. Further. in those States which have reported requirements (training and experience) for selection of personnel, only 5 States reported that specialized NEM/AV training was needed. Although designation of responsibility and designation of titles may differ considerably, individuals operate in a purposeful way, fulfilling responsibilities and providing leadership in those areas in which they are trained and in which they are most competent. Individuals also perform more efficiently and with greater enthusiasm and devotion when responsibility for an area has been specified in terms of functions.

A closer look at the activities of State departments would further remove many of the 74 fulltime professional positions by assigning them to circulation services or TV production roles, rather than direct NEM/AV leadership activity. This raises several important questions which this study will not attempt to answer: (1) What is the role of the SDE in NEM/AV leadership? (2) What should be the leadership function of NEM/AV personnel in State departments of education? (3) How can State departments of education in their staffing policies more effectively plan for NEM/AV leadership functions in the deployment of their personnel?

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TABLE II

SOURCES OF REQUEST FOR NEM/AV ADVICE

All State departments of education responded to the questionnaire that they offered advice related to NEM/AV in some form. States were then separated into (1) those in which the State department of education staff in general was assigned to NEM/AV functions; and (2) those States in which the NEM/AV staff in conjunction with the general staff were assigned NEM/AV functions. All States were asked to rank various sources of requests in order of importance, either by percentage or by rank order. When a State reported sources of equal importance, both were given the higher rank order number and the following rank number was omitted. In all States at least 4 rank order numbers were indicated. Category numbers were then added and averaged to develop the national patterns of sources of request for NEM/AV advice.

WHERE SDE STAFF GENERALLY IS ASSIGNED NEM/AV FUNCTIONS

In 28 States (56%) the SDE staff generally is assigned the function of NEM/AV advice and counsel. Within these 28 States, mail and phone requests were of the highest rank. Contacts at meetings and staff visits to schools were of about equal importance. Local school staff members' visits to the State department was 4th, other sources of request were last in importance.

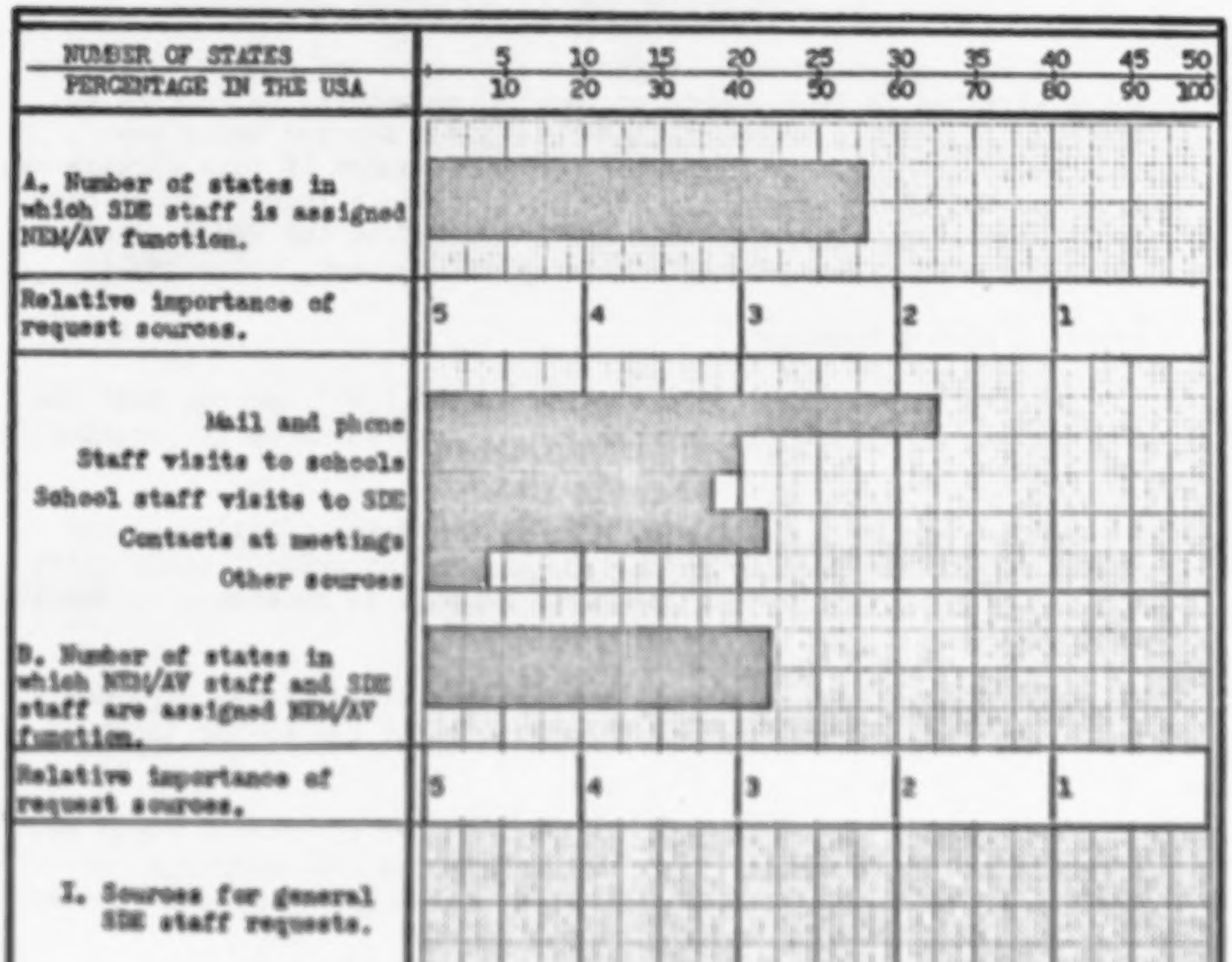
WHERE NEM/AV STAFF AND GENERAL SDE STAFF ARE ASSIGNED NEM/AV FUNCTIONS

In the 22 remaining States (44%) analysis was made of sources for requests separately for the general SDE staff and for the NEM/AV staff. Patterns between these two categories did not differ greatly. Mail and phone requests were important sources of requests for NEM/AV advice; staff visits to schools were of about equal importance. General SDE staff members in these States ranked contacts at meetings as third in importance, followed by school personnel visits to the SDE. Among NEM/AV personnel, school visits to the State department and contacts at meetings were of about equal importance in position 3. Other sources of requests were of last importance within these States.

National Pattern

In section C of the table the national pattern for sources of requests from all States regardless of the NEM/AV structural organization is presented. Mail and phone requests were of primary importance for advice and counsel; State department staff visits to schools were of secondary importance; contacts at meetings were third in importance; school staff visits to the State department were ranked fourth; other sources were ranked fifth.

TABLE II
SOURCES OF REQUEST FOR NEM/AV ADVICE



CURRICULUM DEVELOPMENT INVOLVING NEM/AV REFERENCES

The mail questionnaire sought to determine the number of States which assisted in development of curriculum matters as related to NEM/AV. All States reported that this was a service which was offered to schools. In 29 States (58%) the source of this service was from the SDE staff generally, as a part of their regular functions. In 21 States the source of this service was from the NEM/AV staff generally with others supplying advice and counsel, occasionally.

Types of Advice Provided

Curriculum revision. Thirty-nine States (78%) reported that the SDE assists local schools in revision of curriculum as it pertains to NEM/AV.

Preparation of guides, etc. Thirty-six States (72%) reported that they assist directly in the preparation of guides, study units, and resource units, serving the local schools in reference to NEM/AV matters.

Bibliography preparations. Twenty-nine States (58%) reported that they prepare bibliographic materials for use by the local schools.

Conferences and workshops. Thirty-nine of the States (78%) reported that they regularly conduct conferences and workshops for local schools related to NEM/AV. (Personal interviews later showed this number to be 43 States, or 86%.)

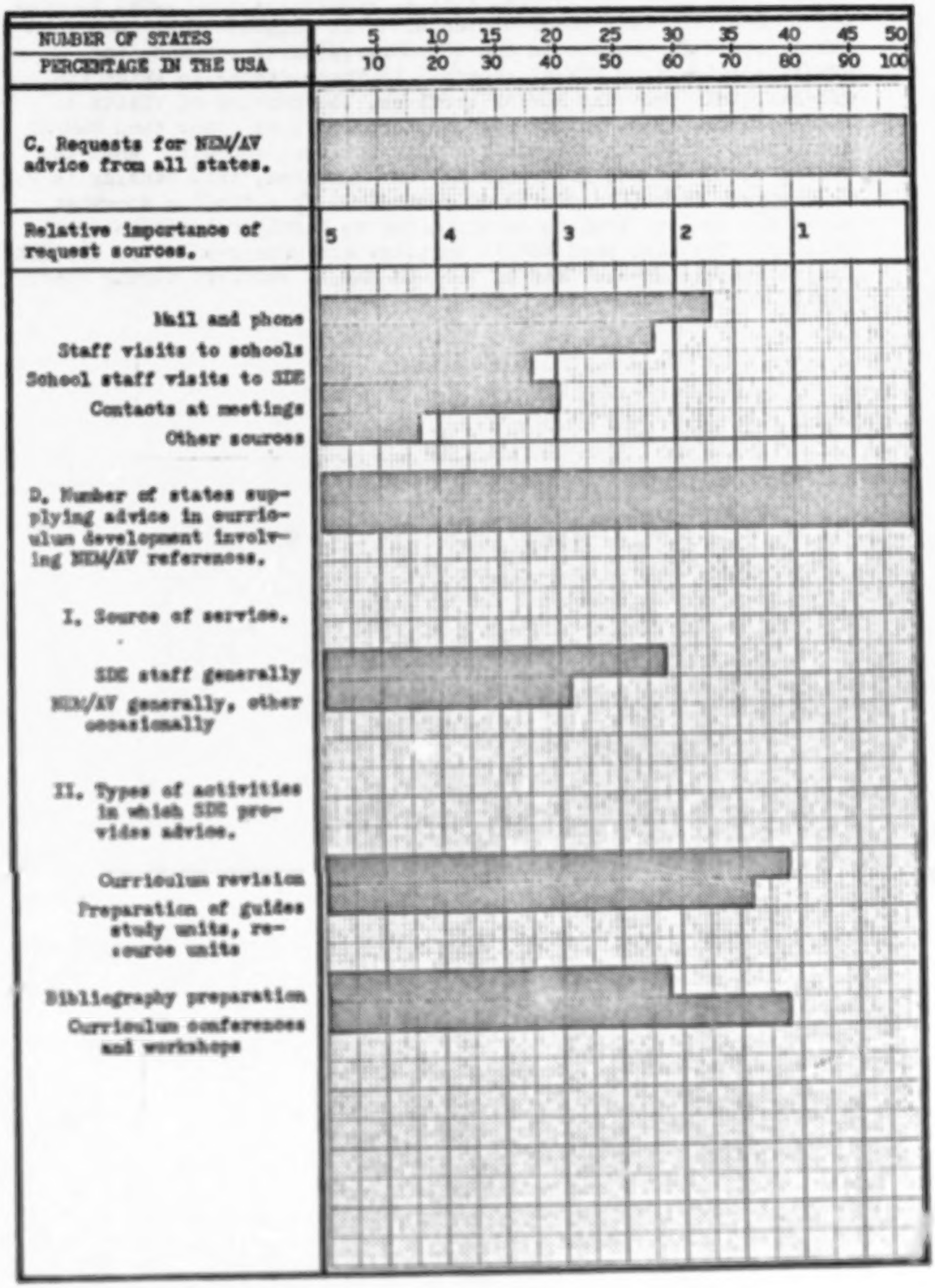
National Pattern

Throughout the United States it is more characteristic that State departments provide advice in curriculum development which involves NEM/AV through the general staff rather than through the NEM/AV staff. This is so because more States have assigned the NEM/AV responsibility to the general staff. Over three quarters of the States assist local schools in curriculum revision and ordinarily conduct NEM/AV conferences and workshops. Seventy-two per cent reported that they assist local schools in the preparation of guides, study units and resource units. Over half reported the preparation of bibliographic materials related to NEM/AV.

DISCUSSION OF THE TABLE

From an examination of the tables which report sources of requests it is interesting to note one variation which may be significant. In States where the general SDE staff is assigned to NEM/AV functions, staff visits to local schools are of less importance as a means of contact than in States where the responsibility is assigned to the

TABLE II (CONT.)
SOURCES OF REQUEST FOR NEM/AV ADVICE



NEM/AV staff plus the general staffs, where visits to local schools are a more important means of contact. It suggests that when the NEM/AV staff is present in the SDE more requests are made for NEM/AV service from NEM/AV people. In those States in which the general staff provides NEM/AV services, the ranking of visits to local schools is 4, which suggests that services other than NEM/AV are requested during SDE staff visits to local schools. When the NEM/AV staff and the SDE generally are combined, this ranking is 2, or one very important source of requests. This finding somewhat parallels earlier studies in which use is highly related to availability. That is, when NEM/AV services are made available, the SDE can anticipate greater use of the SDE NEM/AV services during staff visits to local schools.

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TABLE III

CONFERENCES AND WORKSHOPS

State departments were surveyed through the mail questionnaire to determine the number which conducted conferences and workshops related to new educational media and the extent of the overall SDE conference and workshop activity. The responses to the questionnaire differed considerably from the information collected in the interviews; the latter is reported here.

SDE CONFERENCES AND WORKSHOPS RELATED TO NEM/AV

Forty-three States (86%) reported that they had conducted some conference or workshop activity related to new educational media during 1960-61. These were analyzed to determine (1) types of audiences which were contacted; (2) total number of days spent in conference and workshop activity; and (3) the number of States holding various types of meetings and attendance at these meetings.

Audience for Workshop Activity

Throughout the 43 States (86%) a total of 1,347 meetings was reported. These meetings contacted a total professional audience of 121,079 persons. The range of the number of professional persons contacted by a State was from 50 to 14,140. The average State contacted 2,825.09 professional persons in conference and workshop activity during the year 1960-61.

Meetings Held for Professional Audiences

Throughout the States, meetings were held to acquaint professional audiences with new educational media. These varied in the type of audience as well as in subject content covered. A total of 981 meetings was held for teachers; these ranged from 1 to 154 meetings in 43 States; the average number of meetings for teachers was 22.81. The number of meetings in which administrators and supervisors were in attendance was 810; these ranged from 1 to 119 meetings in the States; the average number of meetings was 18.83. The meetings held for NEM/AV personnel totaled 345 during the 1961 period; these ranged from 1 to 156 meetings in the States; an average of 8.01 meetings per State was held during this period. NEM/AV meetings reported for librarians totaled 233; these ranged from 2 to 121 meetings in the States with an average of 5.41 meetings per State.

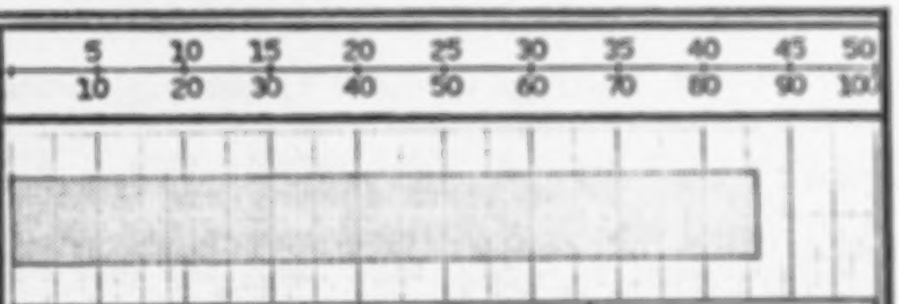
Meetings for Lay Audiences

Lay audiences were included in many of the meetings which are reported for professional groups; however, there were some special

TABLE III
CONFERENCES AND WORKSHOPS

NUMBER OF STATES
PERCENTAGE IN THE USA

A. Number of states sponsoring conferences and workshops related to NEM/AV in 1961.



	Number	Range	Average
I. Professional and lay audience.	121,079	50 - 14,140	2,825.09
Total meetings.	1,347	1 - 184	31.32
Meetings with professional audience attending.			
Teachers	981	1 - 154	22.81
Admin. & superv.	810	1 - 119	18.83
NEM/AV	345	1 - 156	8.01
Librarians	233	2 - 121	5.41
Meetings with lay audience attending.			
Parents	132	1 - 100	3.01
School Board	197	1 - 100	4.58
Others	138	1 - 100	3.21
II. Total number of days of workshops and conferences. (using a 6 hr. day)	1,562	1 - 245	38.62

meetings held specifically for lay groups. This analysis does not separate these two types of meetings.

SDE meetings attended by parents during the 1960-61 period totaled 132; these ranged from 1 to 100 meetings; the average number of meetings per State at which parents were in attendance was 3.01. Meetings in which school board members were in attendance totaled 197; these ranged from 1 to 100 meetings in the States; the average number of meetings was 4.58. Other meetings were conducted by the SDE for special groups in the States, such as legislative bodies, liaison commercial groups, and arthitects; a total of 138 meetings was reported attended by this group; these ranged from 1 to 100 meetings; the average number of meetings in which this group was in attendance was 3.21.

Number of Days of Workshops and Conferences

Conference and workshop activity in the various States was converted into the number of fulltime equivalent (FTE) days by using a 6-hour day as a base. In averaging the meeting hours of all groups, SDE sponsored meetings totaled 1,562 (FTE) days of conference and workshop activity. These ranged from 1 day to 245 days in the 43 States reporting this activity. The average number was 38.62 days per State in the 43 States.

Analysis of States Holding Meetings

Number of meetings by length of meetings. An analysis was made of the meetings, conferences, and workshops reported to determine the length of meetings most common throughout the States. Nine States reported 255 meetings under 1/2 day; 15 States reported 362 meetings of 1/2-day length; 37 States reported 619 meetings of 1 day; 19 States reported 45 meetings of 2 days in length; 9 States reported 21 meetings of 3 days in length; 2 States reported 4 meetings of 4 days in length; 4 States reported 21 meetings of 5 days in length; 9 States reported 20 meetings of 6 or more days.

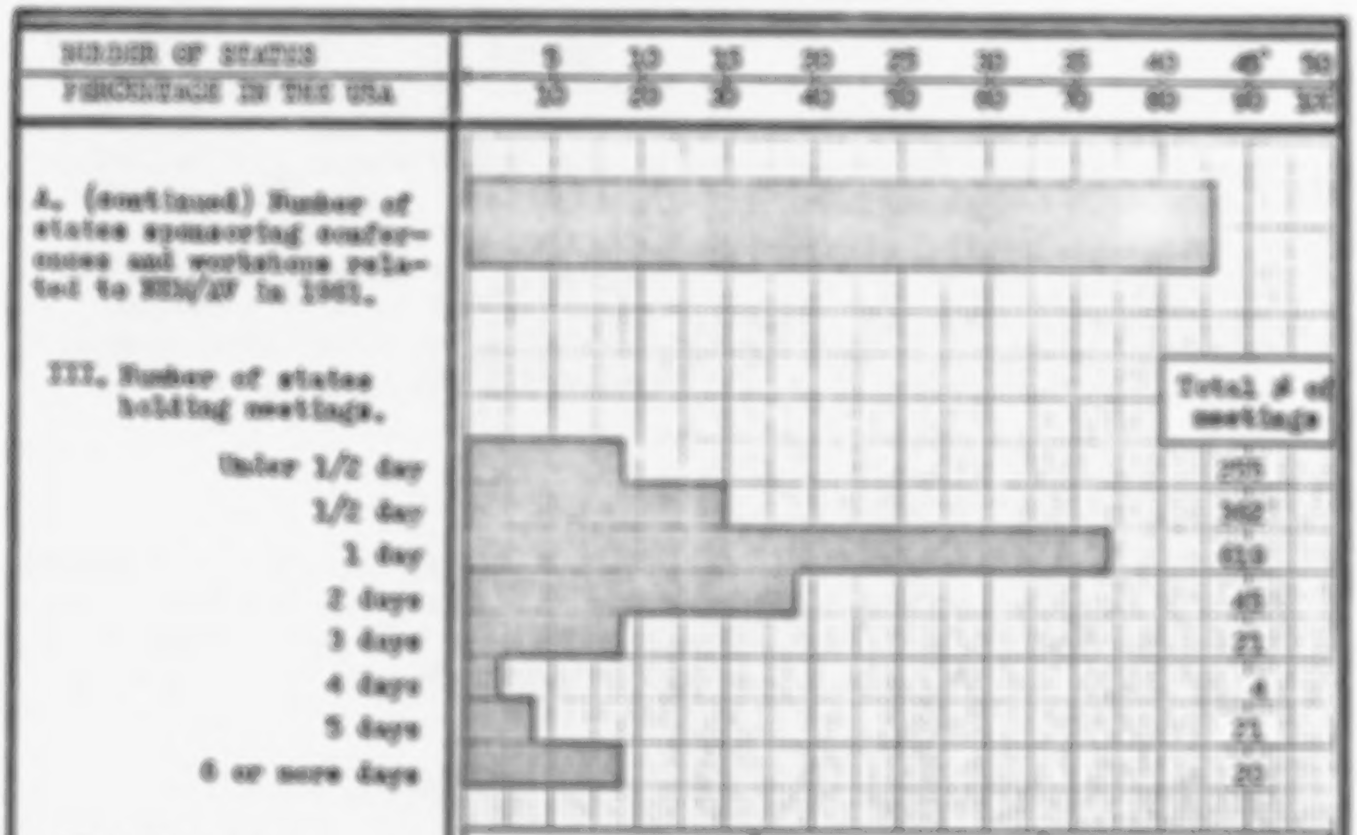
Attendance by length of meeting. Attendance at less than 1/2-day meetings was reported to be 15,413. Attendance at 1/2-day meetings was reported to be 19,139. One-day meetings were attended by 62,520 persons. Two-day meetings were attended by 5,755 persons; 3-day meetings were attended by 6,261 persons; 4-day meetings were attended by 1,000 persons; 5-day meetings were attended by 9,665 persons; 6-or-more-day meetings were attended by 1,326 persons in the States.

STATES NOT SPONSORING NEM/AV WORKSHOPS OR CONFERENCES

Other Sponsoring Agencies

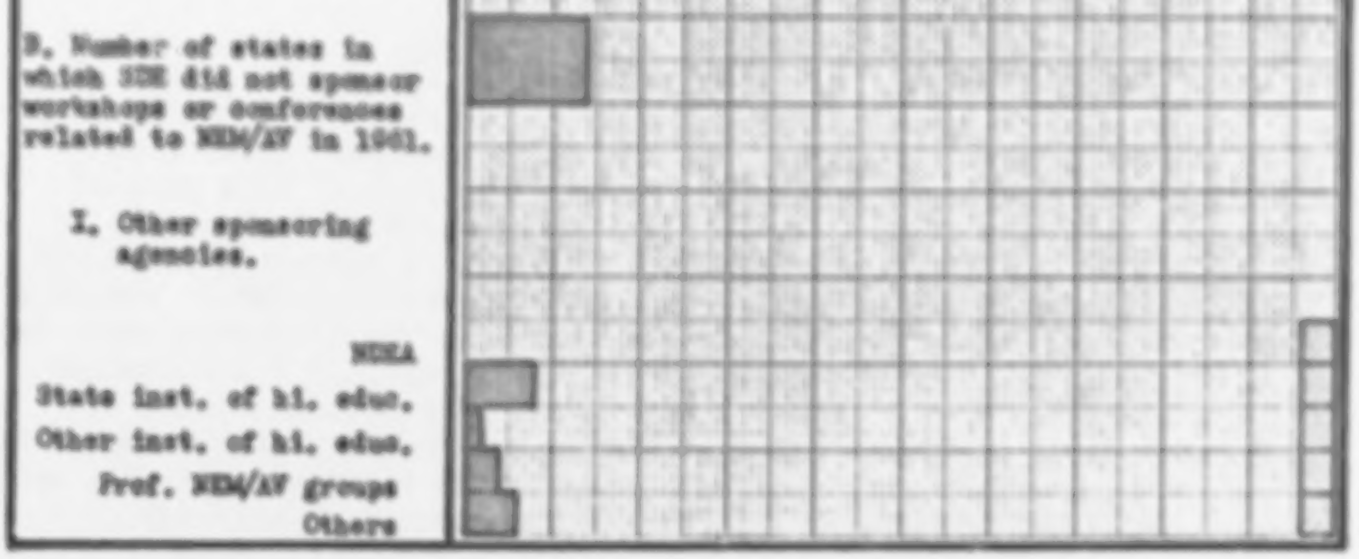
In those seven States (14%) which did not sponsor conferences related to NEM/AV, an attempt was made to determine what other agencies had conducted workshop and conference activity related to new educational media. States were questioned regarding

TABLE III (CONT.)
CONFERENCES AND WORKSHOPS



IV. Attendance.

	Number	Range	Average
Under 1/2 day	13,413	175 – 5,000	250.44
1/2 day	19,130	60 – 7,025	445.09
1 day	62,520	80 – 13,540	1,453.95
2 days	5,755	30 – 1,800	133.83
3 days	6,261	80 – 3,600	145.60
4 days	1,000	250 – 850	23.25
5 days	9,665	50 – 7,000	224.77
6 or more days	1,326	13 – 1,000	30.83



specific categories of other sponsoring agencies. These were reported as follows: NDEA, no States reported that NDEA had sponsored workshops; 2 States (4%) did not respond to this question. State institutions of higher education were reported to have conducted workshop and conference activity in 4 of the 7 States. Other institutions of higher education were reported to have conducted conferences in 1 State; 2 States did not respond to this question. Professional NEM/AV groups were reported to be conducting workshop activity in 2 States; 2 States did not respond to this question. Other groups were reported to be conducting new educational media workshop activity in 3 States; 2 States did not respond to this question.

Reason for Lack of Sponsorship

Of the seven States reporting that they did not conduct workshop and conference activity, 4 States reported that this was due to insufficient funds; 5 States reported that this was due to lack of personnel. Other reasons were given in 2 States.

OVER-ALL SDE WORKSHOP AND CONFERENCE ACTIVITY

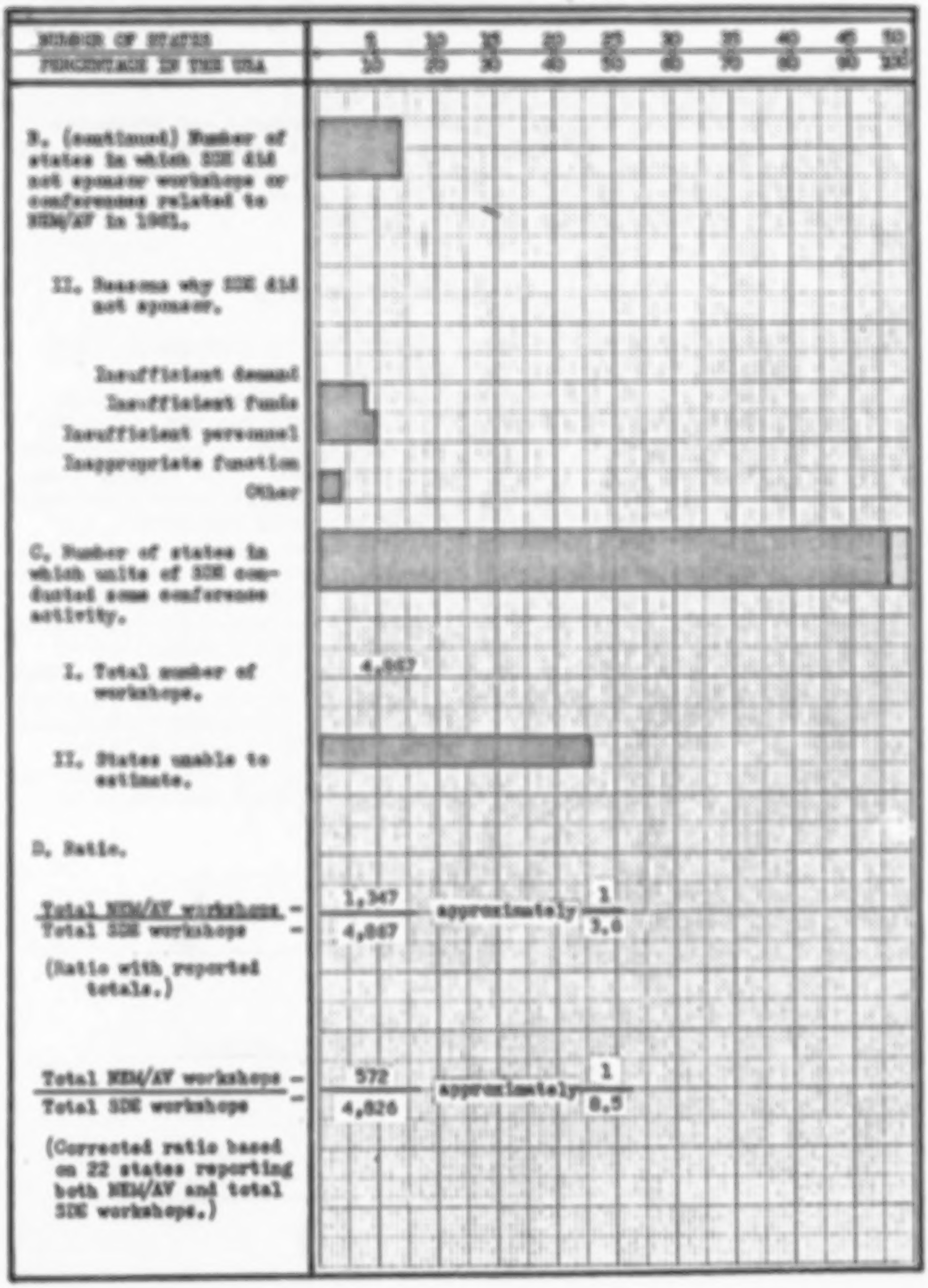
In order that NEM/AV conference activity might be placed in broad perspective, States were asked to describe the conference and workshop activities sponsored in all areas by the SDE. Forty-eight States (96%) reported that they did conduct, as a general policy, workshop and conference activity; 2 States (4%) did not respond to this question.

Number of Conferences and Workshops

A total of 4,867 workshops and conferences were reported to have been conducted in all fields by State departments of education throughout the United States; 23 States (46%) were unable to estimate the scope of their general workshop and conference programs.

Ratio of SDE workshop and activity programs. By comparing the total number of NEM/AV workshops and activities reported, with the total number of general, sponsored SDE workshops, a ratio of 1 to 3.6 was found between the numbers of NEM/AV and general conferences sponsored by State departments. Further analysis of this problem showed that this figure was not realistic, since 23 States made no estimate of their general workshop programs. A corrected ratio was made, based upon the 22 States who had reported both NEM/AV workshop activity and total SDE workshop activity. In the 22 States which had reported both types of workshop activity, a total of 572 workshops were conducted in the NEM/AV area; in the same States a total of 4,826 general workshops and conferences had been reported. The ratio which resulted was 1 to 8.5. In those States in which estimates are available for both NEM/AV and general SDE conference activity,

TABLE III (CONT.)
CONFERENCES AND WORKSHOPS



approximately 1 in every 8.5 meetings, carried out through State departments of education, was in whole or in part related to NEM/AV.

National Pattern

Leadership services in the form of conferences and workshops appear to be one of the most universally used approaches by the SDE in dealing with activities related to new educational media. The NEM/AV conference activity was estimated to constitute 12 per cent of the total SDE workshop activity program.

DISCUSSION OF THE TABLE

From available data it would appear that in most States (86%) the State department views conference and workshop activity in NEM/AV to be one of its important functions. Based upon average number of meetings per State, the teacher group was the one which is most often appealed to, while the administrative and supervisory group was considered to be second in importance. The average number of days which a State department devoted to NEM/AV conferences amounts in normal work weeks to over 7 (7.72), or nearly two months, not including staff preparation time. The one-day meeting was the most usual length of meeting, both in number of persons in attendance and in frequency of use by the greatest number of States; the 1/2-day meeting was the second-most-used length of meeting. In those States which did not sponsor workshops and conferences, institutions of higher education were reported to be the most likely source of NEM/AV conference and workshop activity. While 98% of the States reported that they conducted workshops and conferences, only 86% had conducted workshops and conferences dealing with NEM/AV. In those States conducting both NEM/AV and general SDE meetings, a ratio showed that 8.5 general SDE meetings were held for each NEM/AV conference or workshop.

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TABLE IV

SDE EQUIPMENT AND MATERIALS

In order to assess the availability of equipment and materials for State department use during workshops and conferences, departments were questioned regarding the types and amounts of equipment which they own. Other studies have shown an inter-correlation between availability of equipment and utilization of this equipment; when equipment is readily accessible the resulting use assumes proportional increases. In order to determine the level of availability the States were asked to report materials and equipment by type and number. Forty-seven States reported that they had materials and equipment which were owned by the State department and which could be used by departmental staff in conference and workshop activity.

SDE-OWNED EQUIPMENT

The number of 16mm-motion picture projectors owned by State departments was 225, these were spread among 45 States (90%); five 8mm-motion picture projectors were owned by 4 States (8%); 54 filmstrip projectors were spread among 22 States (44%); 72 2x2-slide projectors were spread among 26 States (52%); 19 3-1/4x4-slide projectors were spread among 15 States (30%); 85 overhead projectors were spread among 36 States (72%); 57 opaque projectors were spread among 33 States (66%); 217 tape recorders were spread among 45 States (90%); 90 phonographs were spread among 36 States (72%); 19 radios were spread among 11 States (22%); 41 TV sets were spread among 17 States (34%); 12 closed-circuit TV units were spread among 7 States (14%); 102 teaching machines were spread among 19 States (38%); 125 combination filmstrip-slide projectors were spread among 25 States (50%); 48 still cameras were spread in 18 States (36%); 80 screens were spread among 10 States (20%); 38 various pieces of graphic production equipment were spread among 16 States (32%); 91 miscellaneous pieces of equipment were spread among 17 States (34%).

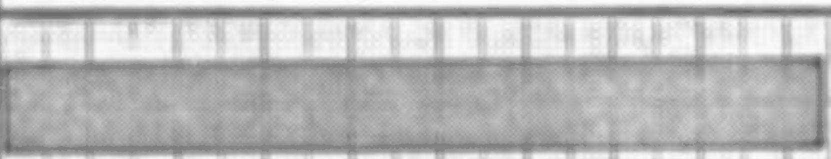
SDE-OWNED MATERIALS FOR WORKSHOP AND CONFERENCE USE

Materials for use in conferences and workshops varied considerably. Some States which operated film libraries or State libraries, had a great number of materials available, which other States did not. In some States, small collections of materials are used only by the SDE for conference and workshop activity. Below is presented the scope of the materials which SDE staff has available for use in conducting conference and workshop activity throughout the States: 16mm films available are reported to total 177,454, spread over 41 States (82%); 8mm films were reported in one State, filmstrips

TABLE IV
SDE EQUIPMENT AND MATERIALS

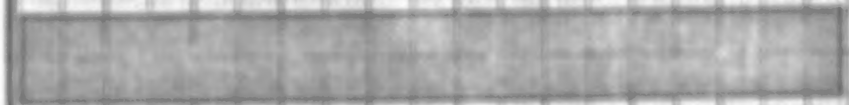
NUMBER OF STATES	5	10	15	20	25	30	35	40	45	50
PERCENTAGE IN THE USA	10	20	30	40	50	60	70	80	90	100

A. Number of states with SDE owned equipment used for workshops and conferences.



	NUMBER	RANGE	AVERAGE
16mm M.P. projectors	225	1 - 40	5.0
8mm M.P. projectors	5	1 - 2	1.25
Filmstrip projectors	54	1 - 5	2.45
Slide projectors 2x2	72	1 - 17	2.77
Slide projectors 3¼x4	19	1 - 3	1.27
Overhead projectors	88	1 - 11	2.38
Opaque projectors	57	1 - 12	1.73
Tape recorders	217	1 - 46	4.82
Phonographs	90	1 - 10	2.5
Radios	19	1 - 5	1.73
TV sets	41	1 - 19	2.73
CCTV equipment	12	1 - 4	1.71
Teaching machines	102	1 - 44	11.33
Still cameras	48	1 - 9	2.67
Screens	80	2 - 47	8.0
Graphic equipment	38	1 - 5	2.38
Comb. Slide-FS proj.	125	1 - 30	5.0

B. Number of states with SDE owned materials for workshops and conferences.



	NUMBER	RANGE	AVERAGE
16mm films	177,454	4 - 40,000	4,328.15
8mm films	0		
Filmstrips	7,610	2 - 2,000	195.13
2x2 slides	88,180	25 - 70,800	2,843.74
3¼x4 slides	77,704	25 - 57,000	9,713.25
Transparencies	3,316	15 - 500	1,370.83
Tape recordings	14,597	3 - 4,800	442.33
Disc recordings	2,817	3 - 800	140.85
Teaching machine programs	809	1 - 300	33.83
Graphic materials	4,351	5 - 576	36.25
Sound slides	275	85 - 150	117.50
Miscellaneous	2,970	1 - 2,200	424.29

were available in 39 States (78%); 2x2 slides were available in 31 States (62%); 3-1/4x4 slides were available in 8 States (16%); overhead transparencies were available in 24 States (48%); tape recordings were available in 33 States (66%); disc recordings were available in 20 States (40%); teaching machine programs were available in 18 States (36%); graphic materials of various sorts were available in 12 States (24%); some soundslide sets were available in 2 States (4%). Other kinds of materials of various types were reported in 7 States (14%).

National Pattern

If numbers of pieces of equipment and materials may be used as a criteria or pattern, motion picture projectors, tape recorders and teaching machines, phonographs and overhead projectors would seem to be the most available pieces of equipment, while 16mm films, 2x2 slides, 3-1/4x4 slides, tape recordings and filmstrips would seem to be the most readily available materials. If, on the other hand, equipment and materials available in the largest number of States (national spread) is the criteria, 16mm -motion picture projectors, tape recorders, overhead projectors, phonographs and opaque projectors would be the five most important pieces of equipment; among materials, 16mm films, tape recordings, 2x2 slides, filmstrips and overhead transparencies are the five most important.

DISCUSSION OF THE TABLE

An arbitrary criteria of the presence of 12 equipment types of the 17 recorded categories of equipment was set: 9 States qualified as having 12 of the 17 types of equipment mentioned. Five of these States had an identifiable budget, 3 reported an estimated budget, 1 provided no response to the budget question. A comparison with designated staff positions showed that 8 of the 9 States had designated audiovisual or ETV staff positions. Seven of these 9 reported fulltime designated personnel. Five reported production activity during 1960-61. Reference to the basic tabulations shows that those States which have the largest number of individual pieces of equipment also have the greatest variety of equipment for use within the SDE.

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TABLE V

ACCREDITATION

As one of the regulatory functions within an educational system, accreditation procedures can assist in maintaining and improving the quality of instruction. States were surveyed through the questionnaire to determine the number of States in which the SDE had developed published, accreditation standards within the State. Additionally, the study attempted to determine the number of States in which these standards referred to NEM/AV.

Responses from 44 States (88%) showed that the SDE had published standards. An effort was made to determine whether these published accreditation (or approval) standards were mandatory or recommended at either the elementary level, the secondary, or both. In those States where this information was obtained, the procedures are described in the individual State report (Chapter III). These data have not been reported nationally for the following reasons: (1) accreditation procedures are complex, often being mandatory under one set of conditions and recommended in other circumstances; (2) in some States standards are specified for "accreditation" but not for "approval"; in others, approval and accreditation appeared to be synonymous terms; and (3) by some respondents standards were considered "standards" if they were specific and quantitative; whereas requirements pertaining to quality of the program were designated as "criteria of evaluation" rather than standards. Since analysis of accreditation procedures did not fall within the scope of this study, national patterns are not reported.

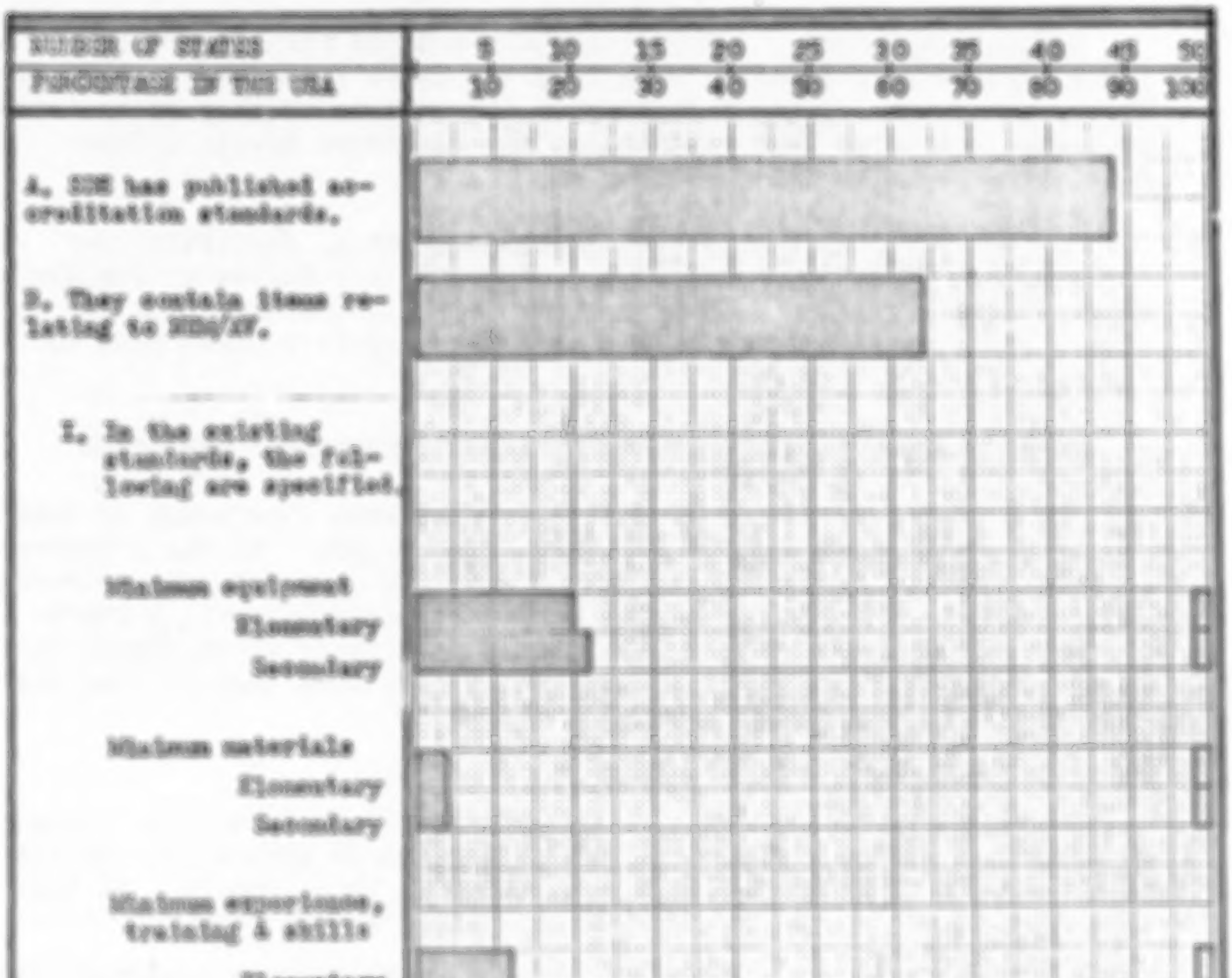
PUBLISHED STANDARDS CONTAINING NEM/AV ITEMS

Of the 44 States which reported SDE-developed and published accreditation standards, 32 of these (64% nationally) had standards which made references to items related to NEM/AV. In existing standards, the following were reported to be specified categories within the published standards:

Minimum equipment. In 10 States (20%) minimum numbers of pieces of equipment were specified at the elementary level; one State did not respond to this query. In 11 States (22%) specified minimum equipment was reported at the secondary level; 1 State made no response to this inquiry.

Minimum materials. Minimum materials related to NEM/AV were reported in published accreditation standards in 2 States at the elementary level; 1 State did not respond to this inquiry. At the secondary level, 2 States reported minimum materials spelled out;

TABLE V
ACCREDITATION



1 State made no response to this inquiry.

Minimum experience. Accreditation standards related to experience, training, and skills were reported to be specified in 6 States at the elementary level; 1 State made no response to this query. In 10 States standards were reported at the secondary level; 1 State made no response to this inquiry.

Minimum physical facilities. Minimum physical facilities for carrying out NEM/AV activities were reported in 9 States at the elementary level; 1 State made no response to this question. In 10 States these were reported in the secondary level; 1 State made no response to this inquiry.

STATE DEPARTMENTS HAVING NO PUBLISHED ACCREDITATION STANDARDS

Those States which had no published standards were asked if they used standards of organizations other than the SDE. Of the 6 States reporting no standards, none of these reported standards for accreditation of an outside group in use at the elementary level; 2 States did not respond to this inquiry. States specifying no standards reported that standards of outside organizations were used in 5 of the 6 States at the secondary level.

Anticipated Changes in Standards

In those States reporting no accreditation standards, one State reported that it anticipated additional standards before 1963 at the elementary level; 2 States did not respond to this inquiry. At the secondary level, 2 States anticipated changes before 1963.

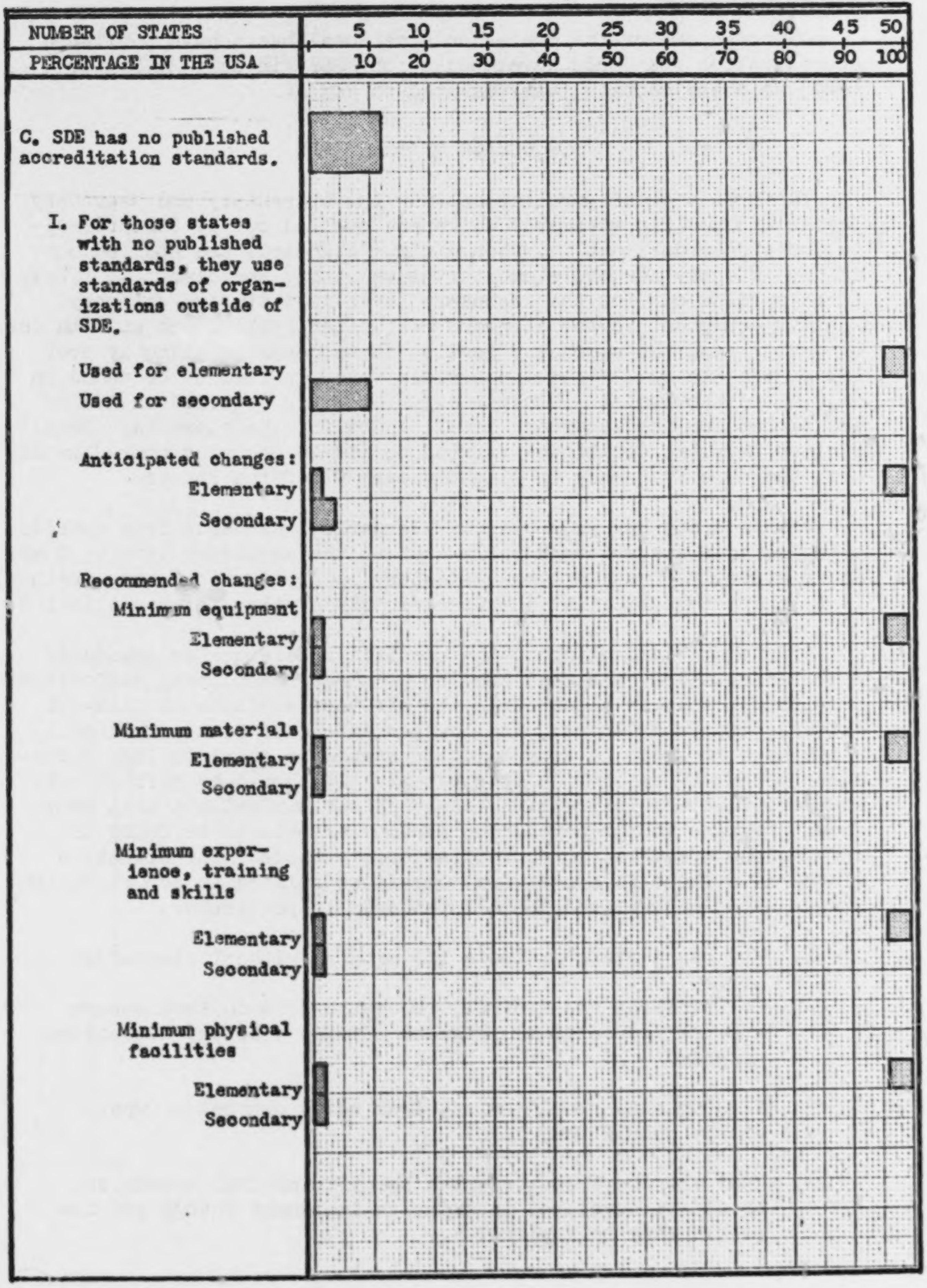
Minimum equipment. One State reported that minimum equipment was to be specified in standards used for accreditation of the elementary schools; 2 States did not respond to this inquiry. One State anticipated changes in equipment designation for secondary school accreditation.

Minimum materials. One State reported that minimum materials were to be spelled out in the standards for elementary schools; 2 States did not respond to this question. One State reported that minimum materials were to be named for the secondary level.

Minimum experience. Minimum experience, training, and skills were to be named in elementary accreditation standards in 1 State; 2 States did not respond to this question. In 1 State experience, training, and skills were to be described for the secondary level.

Minimum facilities. Minimum physical facilities were anticipated in standards for elementary accreditation by 1 State; 2 States did not respond to this question. In 1 State these standards were anticipated for secondary accreditation.

TABLE V (CONT.)
ACCREDITATION



National Pattern

Although 88% of the States on a national basis have published accreditation standards developed by the SDE, in only 32 States (64%) do these contain items related to NEM/AV.

DISCUSSION OF THE TABLE

There is a close parallel between the elementary and secondary levels in specific standards which are spelled out by SDE accreditation standards; that is, when minimum standards are spelled out in one category for the elementary level, they are also more likely to be spelled out for the secondary level in that same category. Minimum equipment is the standard most often spelled out at both the elementary and the secondary levels; these occur in slightly over 10% of the States. Minimum materials were reported to be named in only 4% of the States. Minimum experience was detailed in 10% of the States for the secondary level; in 6% for the elementary level. Minimum physical facilities related to NEM/AV occurred approximately with the same frequency in slightly over 9% of the States.

When a State has no published standards, standards from outside organizations are more generally used at the secondary level. Characteristically, these are not mandatory in application, and, further, it is characteristic that the specific NEM/AV item reference is low.

A further examination of the specific references in standards which do exist reveals that they cover more conventional audiovisual provisions, such as blackboards, blinds (not audiovisual dark-out blinds), maps and globes. The low percentage of States nationally which have included in accreditation standards specific item references to NEM/AV categories is apparent. It should be pointed out, however, that the information requested was minimal and that many local programs go far beyond the minimum amounts to be found in regulations specified in accreditation standards. The situation viewed as a whole raises several questions related to accreditation standards in general and NEM/AV standards in particular:

1. How can a State evaluate its program without standards:
2. If standards are minimal, to what extend do they assure a better educational program? Hinder a better educational program?
3. If standards should exist, from which sources or what groups should they come?
4. What are the areas in which specific minimal standards should be developed in order to implement change and how should they be applied?

5. In what ways do published minimum NEM/AV standards assist the over-all NEM/AV program in school situations (local, regional, or State) without leadership in the development and application of NEM/AV to the curriculum?

6. If standards should exist, to what extent should NEM/AV standards be quantitative? To what extent, qualitative? To what extent, both?

7. Is it desirable for the State regulatory function to specify minimum standards for accreditation, or do these standards tend to "freeze" curriculum and channel programs?

TABLE VI

CERTIFICATION

States were surveyed through the mail questionnaire to determine the extent and scope of certification requirements which pertained to NEM/AV activity. These included classifications of (1) the classroom teacher; (2) administrative and supervisory personnel; (3) librarians.

CERTIFICATION REQUIREMENTS FOR TEACHERS

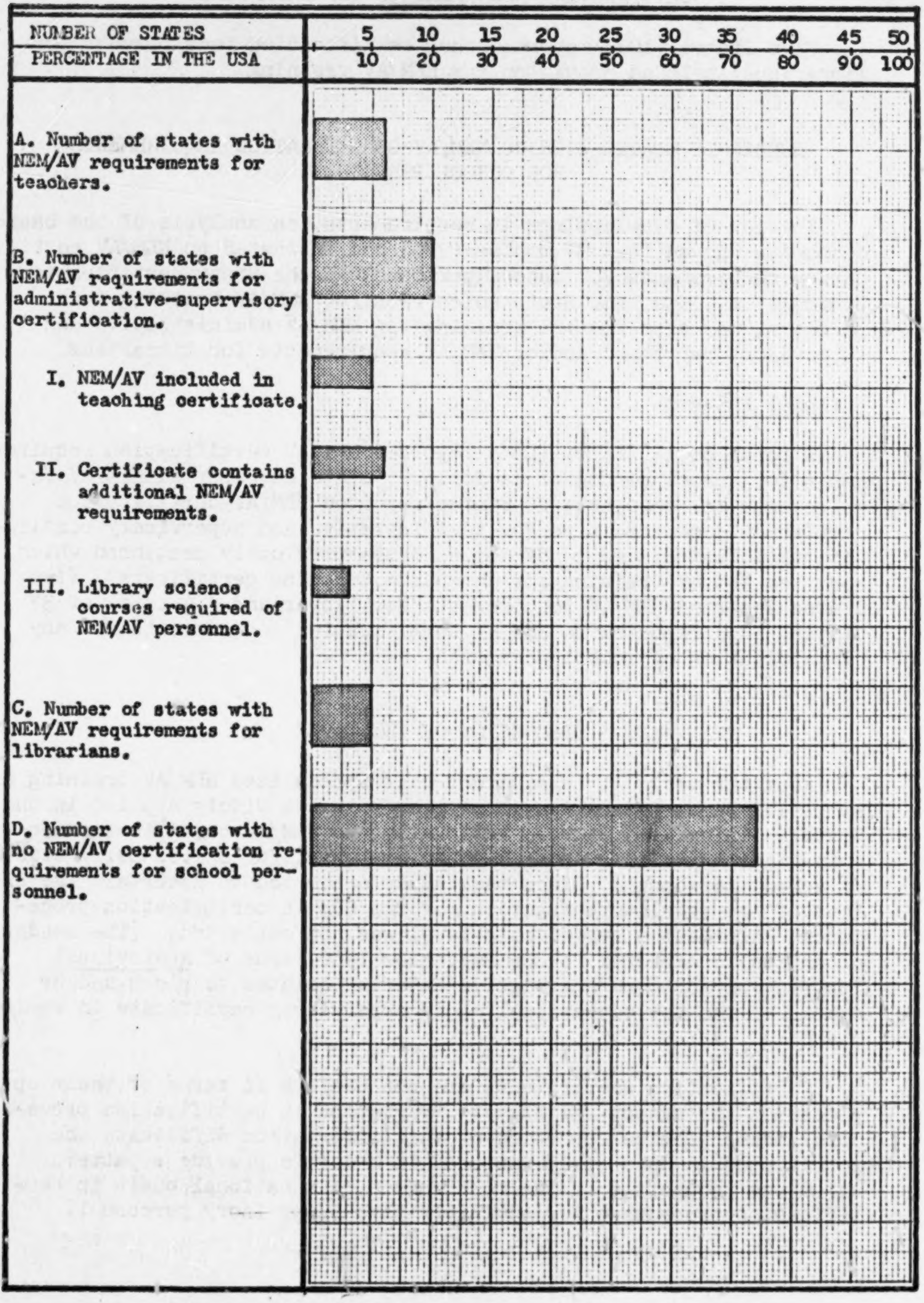
All States were requested to indicate the presence of NEM/AV requirements in certification of classroom teachers as specified in SDE certification procedures. Six States reported that certification for classroom teachers required NEM/AV training; one of these States reported that it was not required for the basic teaching certificate but that it was required for the Master teaching certificate.

CERTIFICATION OF ADMINISTRATORS OR SUPERVISORS

All States were asked to indicate the presence of NEM/AV certification requirements for administrative and supervisory personnel. Classifications of the certificates fell broadly into three headings: (1) certification requirements which were present only through the teaching certificates; (2) certification requirements for the general supervision and administration certificates; and (3) certification requirements for NEM/AV personnel. Additionally the question was asked concerning the presence of library science courses for NEM/AV personnel.

Ten States (20%) reported that NEM/AV certification requirements were present in some form for administrative and supervisory certification. Of these 10 States, 5 (10%) indicated that the NEM/AV training required of supervisors and administrators was included only in the basic teaching certificates; no State indicated that other NEM/AV requirements were present for general supervisory and administrative certification. Six States (12%) indicated that certificates were issued which contained additional NEM/AV requirements; however, these were issued for personnel charged with the responsibility for supervision and/or administration of NEM/AV programs rather than general administration and supervision. Of these 6 States, 3 States (6%) reported that library science courses were a part of the training called for in NEM/AV training requirements.

TABLE VI
CERTIFICATION



CERTIFICATION REQUIREMENTS FOR LIBRARIANS

Five States (10%) reported that certification requirements for librarians included provision for NEM/AV training.

NUMBER OF STATES WITH NO NEM/AV CERTIFICATION REQUIREMENTS FOR SCHOOL PERSONNEl

In view of overlappings in requirements, an analysis of the basic documents showed that 37 States (74%) had indicated no NEM/AV certification requirements for school personnel in the State certification system; i.e., the same State which requires NEM/AV training for teachers, may also require training for NEM/AV administrative and supervisory personnel and/or NEM/AV requirements for librarians.

National Pattern

A total of 13 States (26%) reported NEM/AV certification requirements for school personnel as follows: 6 States reported NEM/AV requirements for teachers; 10 States reported NEM/AV certification requirements of some type for administrative and supervisory certification (This included 5 of those States previously mentioned which required NEM/AV training for the basic teaching certificate); five States reported NEM/AV requirements for librarians. A total of 37 States (74%) reported no NEM/AV certification requirements for any classification of school personnel.

DISCUSSION OF THE TABLE

From the table it is apparent that specialized NEM/AV training as specified in certification requirements is not widely applied in the States. In only 13 States, nationally, do NEM/AV certification requirements exist. In these they do not exist for all classifications of school personnel. Since this study attempted to ascertain the extent of the regulatory functions of the SDE in certification procedures, information beyond this level was not collected. (The reader's attention is directed to the September 1962 issue of Audiovisual Instruction for more descriptive material related to plans and/or status of the new educational media supervisory certificate in various States.)

Certification requirements are not uniform in terms of their application throughout the States. Variation in certification procedures makes precise reporting of this information difficult; the format used in this study was used in order to provide a pattern which was thought to be the most common on a national basis in certification procedures for administrative-supervisory personnel.

Several questions and problems arise from the NEM/AV certification situation: What are the responsibilities of the SDE in providing for current and future public school leadership in the NEM/AV area? Should this responsibility be left to teacher training institutions and do accrediting procedures for these institutions adequately provide for pre-service training of teachers? Administrators and supervisors? NEM/AV personnel? How does lack of SDE regulation affect interest in specialization in a State and/or affect continuity in NEM/AV leadership? How does it affect holding power within the State of highly competent personnel? How can States provide for leadership over a period of years in view of --- the increased period of training needed for NEM/AV competency --- the backlog of untrained school personnel now mounting?

TABLE VII

OTHER GROUPS PROVIDING LEADERSHIP IN AREAS RELATED TO NEM/AV

This table presents information collected by personal interviews in the various States. State department respondents were asked to designate leadership roles within their State while they were being questioned about specific NEM/AV activities. These responses were brought together in a single table to provide information regarding location of the leadership roles throughout the States. All States were asked all of these questions. One must recognize that responses represent the opinions of the interview respondents in respect to leadership other than SDE personnel.

CERTIFICATION OF TEACHERS

In 12 States (24%) the NEM/AV professional organization was felt to be taking the leadership position in the establishment of certification requirements for teachers. Other professional education organizations in 8 States (16%) were taking this leadership role. Institutions of higher education were felt to be taking the leadership position in 3 States (6%). Lay groups in 1 State (2%) were taking this leadership role. In 5 States (10%) there were no responses to this question.

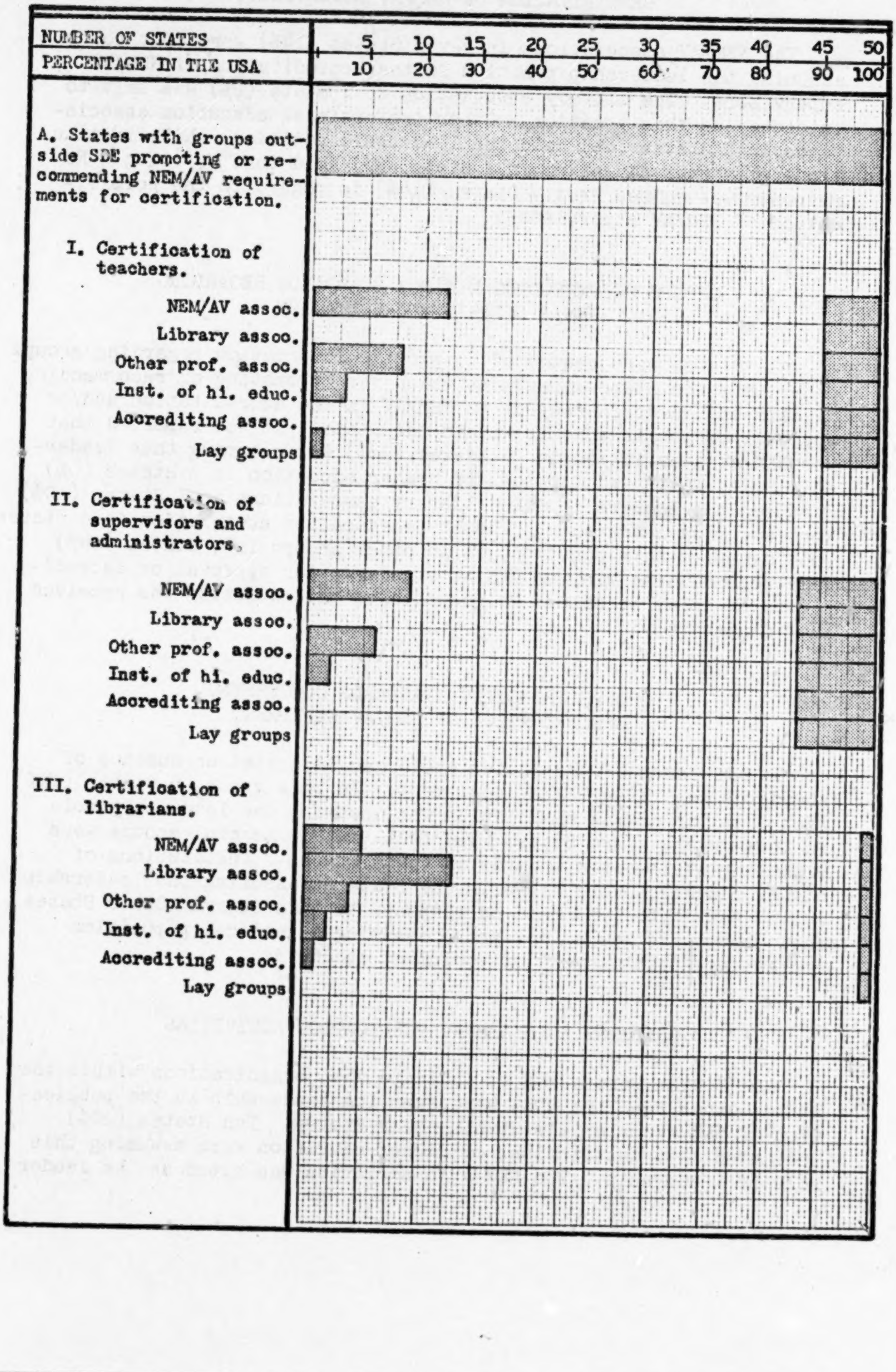
CERTIFICATION OF SUPERVISORS AND ADMINISTRATORS

It was the opinion of State department personnel in 9 States (18%) that the professional NEM/AV association within the State was taking the leadership role in the certification of supervisors and administrators. Other professional education associations in 6 States (12%) were thought to be exercising the leadership role. Institutions of higher education in 2 States (4%) were exercising this leadership role. No responses were gained in 7 States (14%).

CERTIFICATION OF LIBRARIANS

The NEM/AV association was felt to be taking the leadership role in 5 States (10%) in the certification of librarians. The library association in 13 States (26%) was felt to be occupying this position. Other professional associations in 4 States (8%) were assuming the leadership role in the certification of librarians, while institutions of higher education in 2 States (4%) were assuming this role. Accrediting associations were cited in 1 State (2%) as assuming the leadership position in this field. One State made no response as to who was assuming leadership in the certification of librarians.

TABLE VII
OTHER GROUPS PROVIDING LEADERSHIP IN AREAS RELATED TO NEM/AV



CERTIFICATION OF NEM/AV SUPERVISORS

The NEM/AV associations in seven States (14%) were felt to be assuming the leadership position in the accreditation of NEM/AV supervisors. The library association in 1 State (2%) was felt to be occupying this position. Other professional education associations in 2 States (4%) held the leadership position, while institutions of higher education in 1 State (2%) held this position. No response was gained from 7 States (14%) in regard to the certification of NEM/AV supervisors.

GROUPS RECOMMENDING MINIMUM STANDARDS REGARDING NEM/AV WITHIN ACCREDITATION

All States were requested to provide information regarding groups other than the State department which were promoting or recommending minimum standards in respect to NEM/AV in the accreditation and/or approval of public schools within the State. It was reported that the NEM/AV association in 14 States (28%) was assuming this leadership role, while institutions of higher education in 3 States (6%) occupied the leadership role; library associations in 5 States (10%) were assuming leadership. The State education association in 3 States (6%) occupied this position, while other groups in 7 States (14%) were recommending minimum NEM/AV standards for approval or accreditation of local schools. No response to this question was received in 2 States (4%).

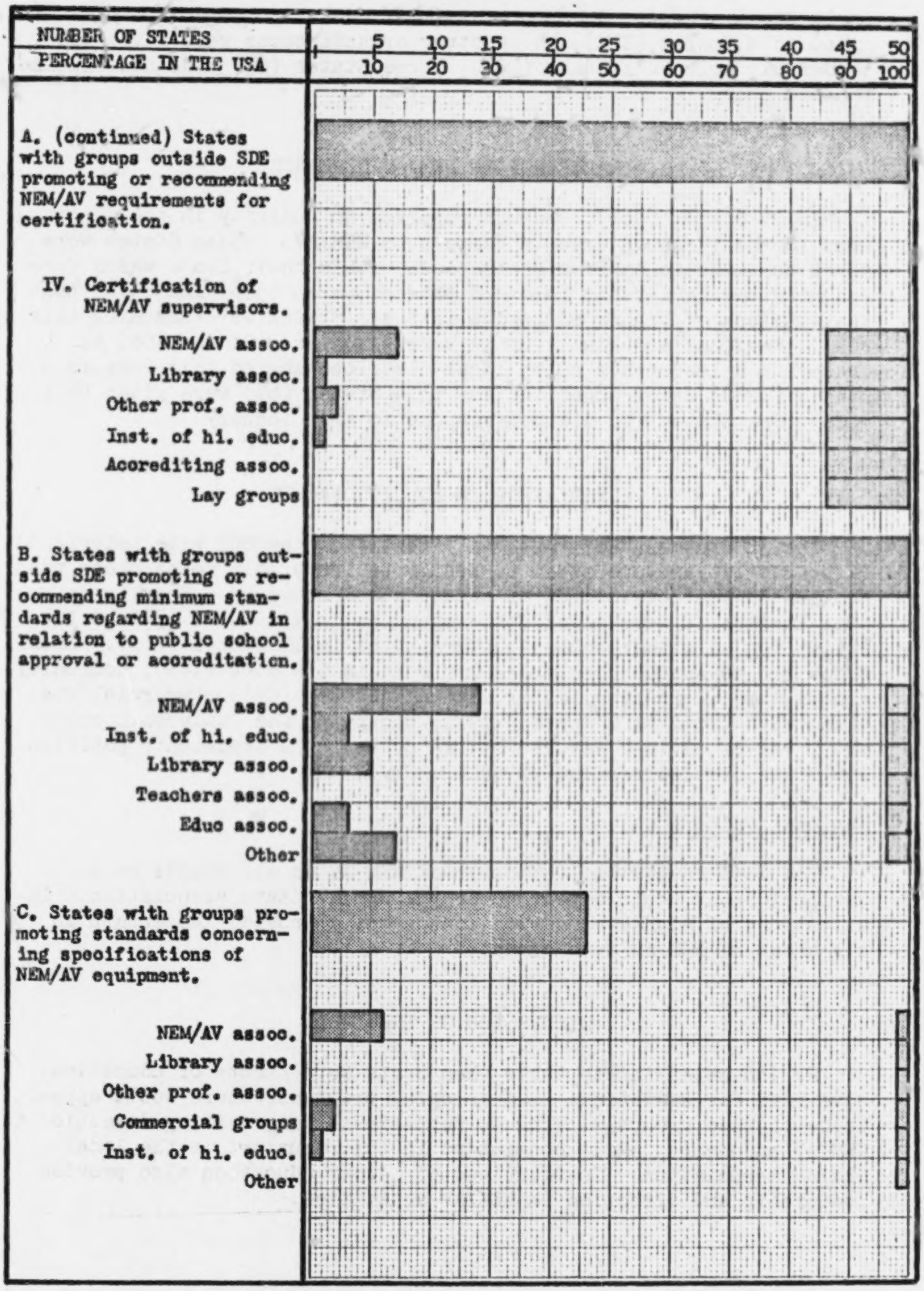
GROUPS PROMOTING STANDARDS CONCERNING SPECIFICATION OF NEM/AV EQUIPMENT

Twenty-three of the States (46%) had indicated an absence of standards regarding NEM/AV equipment. In this group, 6 States (12%) felt that the NEM/AV association was assuming the leadership role in this regard. Two States (4%) felt that commercial groups were promoting equipment standards in their States. Institutions of higher education were cited in one State as assuming the leadership role. One State (2%) made no response to this query. Other States felt that there was no one group assuming a leadership position concerning establishment of equipment standards.

LEADERSHIP IN NEM/AV PUBLICATION ACTIVITIES

All States were asked to indicate what organizations within the State, other than the SDE, were exerting leadership in the publication of NEM/AV materials within their States. Ten States (20%) indicated that institutions of higher education were assuming this role of leadership. The NEM/AV association was cited as the leader

TABLE VII (CONT.)
OTHER GROUPS PROVIDING LEADERSHIP IN AREAS RELATED TO NEM/AV



in 14 States (28%). Other professional education organizations were cited in 7 States (14%), while other organizations were given the leadership role in 1 State (2%). Three States (6%) made no response to this query.

LEADERSHIP IN NEM/AV RESEARCH

In 24 States (48%), the SDE reported no activity in the department in the research area in respect to NEM/AV. These States were asked to indicate other organizations within their State which were assuming the leadership role. Eighteen States (36%) indicated that institutions of higher education in their States were assuming this role. Regional and county units were cited in 3 States (6%) as occupying a leadership role; local districts shared this role in 6 States (12%); other organizations in 4 States (8%) were given this role. One State (2%) did not respond to this inquiry.

LEADERSHIP IN EDUCATIONAL TV

The 36 States (72%) which had identified the SDE with television responsibilities were asked to designate leadership roles other than the SDE in the development of stations and networks. Sharing in this leadership were other State agencies in 15 States (30%). Institutions of higher education were cited in 13 States (26%). Local school units shared the leadership role in 5 States (10%); community groups were exercising leadership in 3 States (6%); commercial stations were cited in 1 State (2%) as occupying the leadership role; MPATI was cited in 4 States (8%) as occupying a leadership position. One State did not respond to this query.

National Pattern

The most consistent supporter of NEM/AV in all fields on a national basis would appear to be the NEM/AV State association. Institutions of higher education consistently provide leadership in all areas of NEM/AV development.

DISCUSSION OF THE TABLE

As indicated in the table when State departments of education have need for assistance in developing programs, there would appear to be outside groups willing to participate in providing direction to NEM/AV endeavors. Most consistent in their support is the local NEM/AV association. Institutions of higher education also provide leadership and direction in NEM/AV activities.

TABLE VII (CONT.)

OTHER GROUPS PROVIDING LEADERSHIP IN AREAS RELATED TO NEM/AV

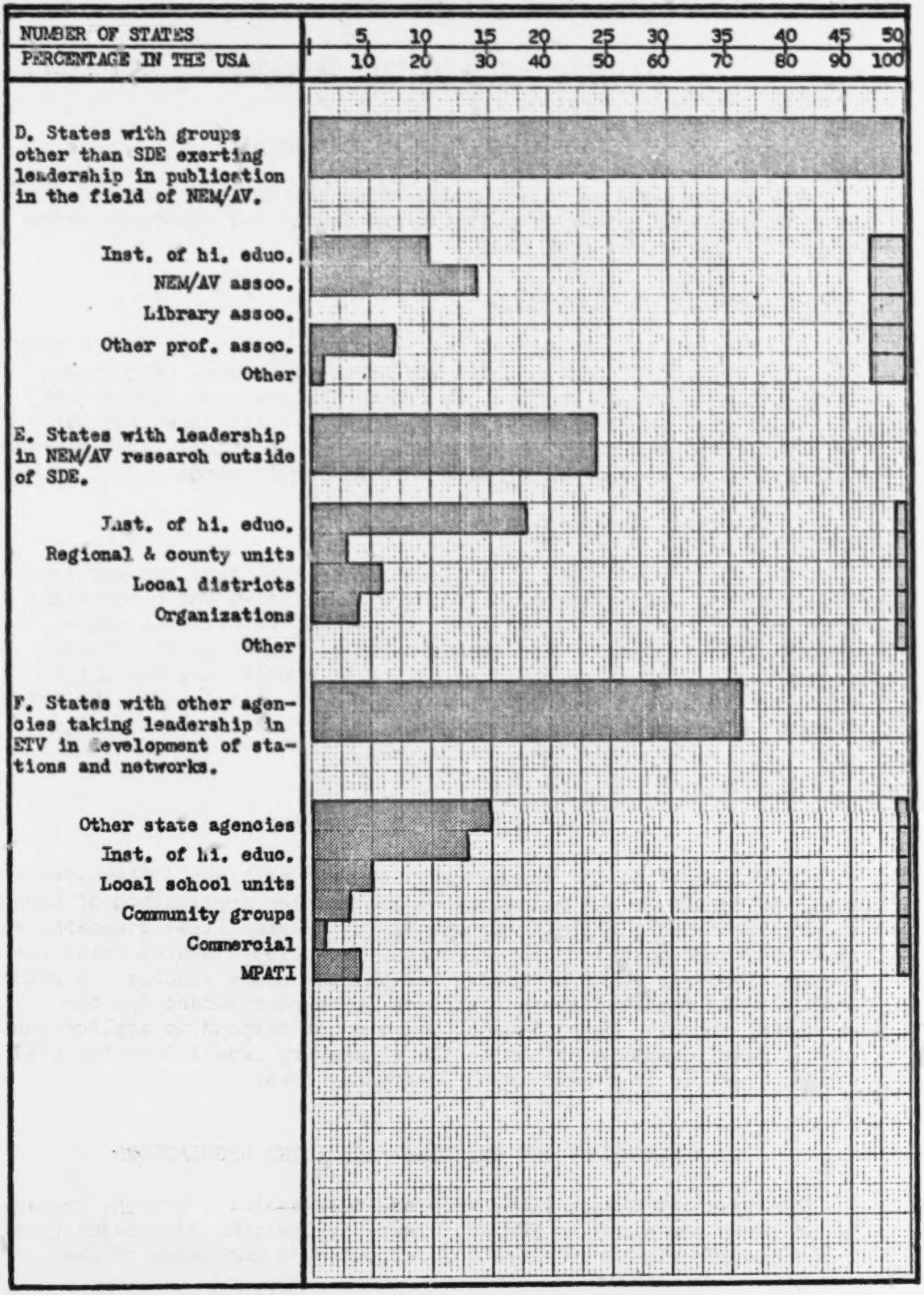


TABLE VIII

BUILDING AND FACILITIES STANDARDS

SPECIFICITY OF REQUIREMENTS

All States were surveyed to determine the SDE participation and role in the development of building and facilities standards which relate to new educational media.

School Plant Planning Section

Six States (12%) responded that they had within the school plant planning section a specialist in NEM/AV requirements. Six States (12%) did not respond to this question. Thirty-three States (66%) responded that their school plant planning section consulted with personnel assigned NEM/AV responsibilities within the State department, for advice and counsel relative to NEM/AV requirements.

Published School Standards

Within the 50 States, 27 (54%) reported that they had published standards concerning school building or facilities which contained references pertaining to classroom use of new educational media. Six States (12%) reported these standards to be conventional building requirements without specific reference to NEM/AV uses but which would assist in the classroom use of new educational media. Nineteen States (38%) reported that the standards contained some specific reference to new educational media uses.

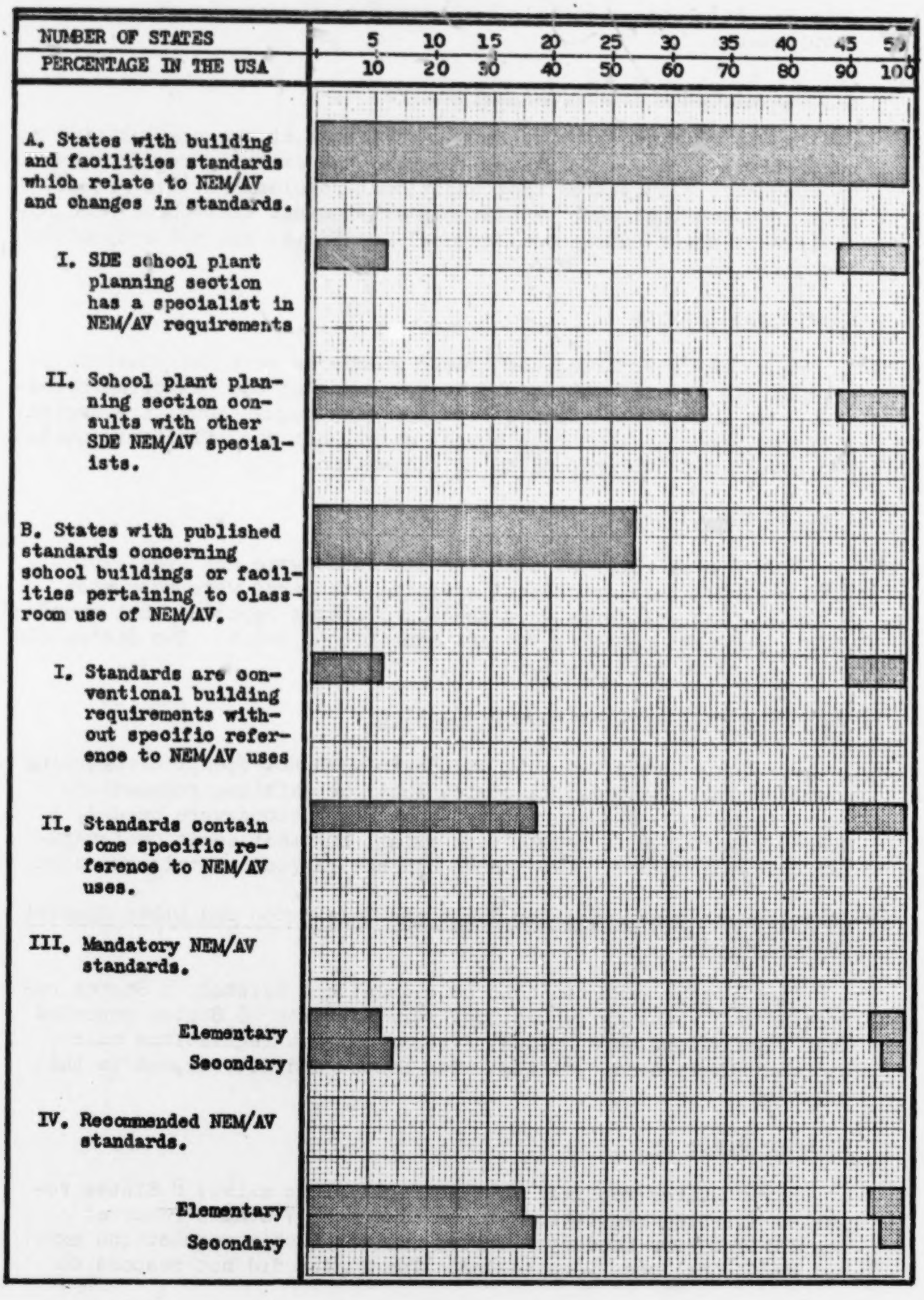
APPLICATION OF REQUIREMENTS

In reference to the standards which were mentioned, States were asked to designate the mandatory or recommended application of these standards to their building program. In 6 States (12%) standards were reported to be mandatory for elementary schools; 7 States (14%) reported standards to be mandatory for the secondary schools. Eighteen States (36%) reported these standards to be recommended for the secondary school. Three States (6%) did not respond to application of the requirements question on the elementary level; 2 States (4%) did not respond in regard to the secondary level.

AN ANALYSIS OF THE EXISTING FACILITIES REGULATIONS

Twenty-eight States (56%) were asked to evaluate present regulations which pertained to NEM/AV. These evaluations were based upon the State department of education respondent's knowledge of the

TABLE VIII
BUILDING AND FACILITIES STANDARDS



existing regulations and his evaluation of new educational media requirements.

Electrical Power Supply for Classrooms

In the 28 States, 4 States reported that at the present time no regulations existed; 13 States reported the existing regulations to be adequate; 5 suggested that additional regulations were needed. Four reported that some regulations existed but that these need updating for newer educational media. Two States did not respond to the question.

Electrical Outlets

Four States reported that their standards were not specific regarding electrical outlets; 16 States reported that existing standards were adequate; 3 States reported that regulations were needed; 3 States reported that regulations exist, but specificity is needed. Two States did not respond to this question.

Ventilation Control

Five States reported that the standards were not specific in this regard; 13 reported that existing standards were adequate; 5 stated that standards were needed; 3 States reported that standards exist, but need updating for new educational media. Two States did not respond to this question.

Light Control for Classroom Projection

Six States reported that standards were not specific regarding light control measures; 11 stated that the existing regulations were adequate; 6 States reported that regulations were needed; 3 States reported that regulations exist, but that additional regulations were needed. Two States did not respond to this question.

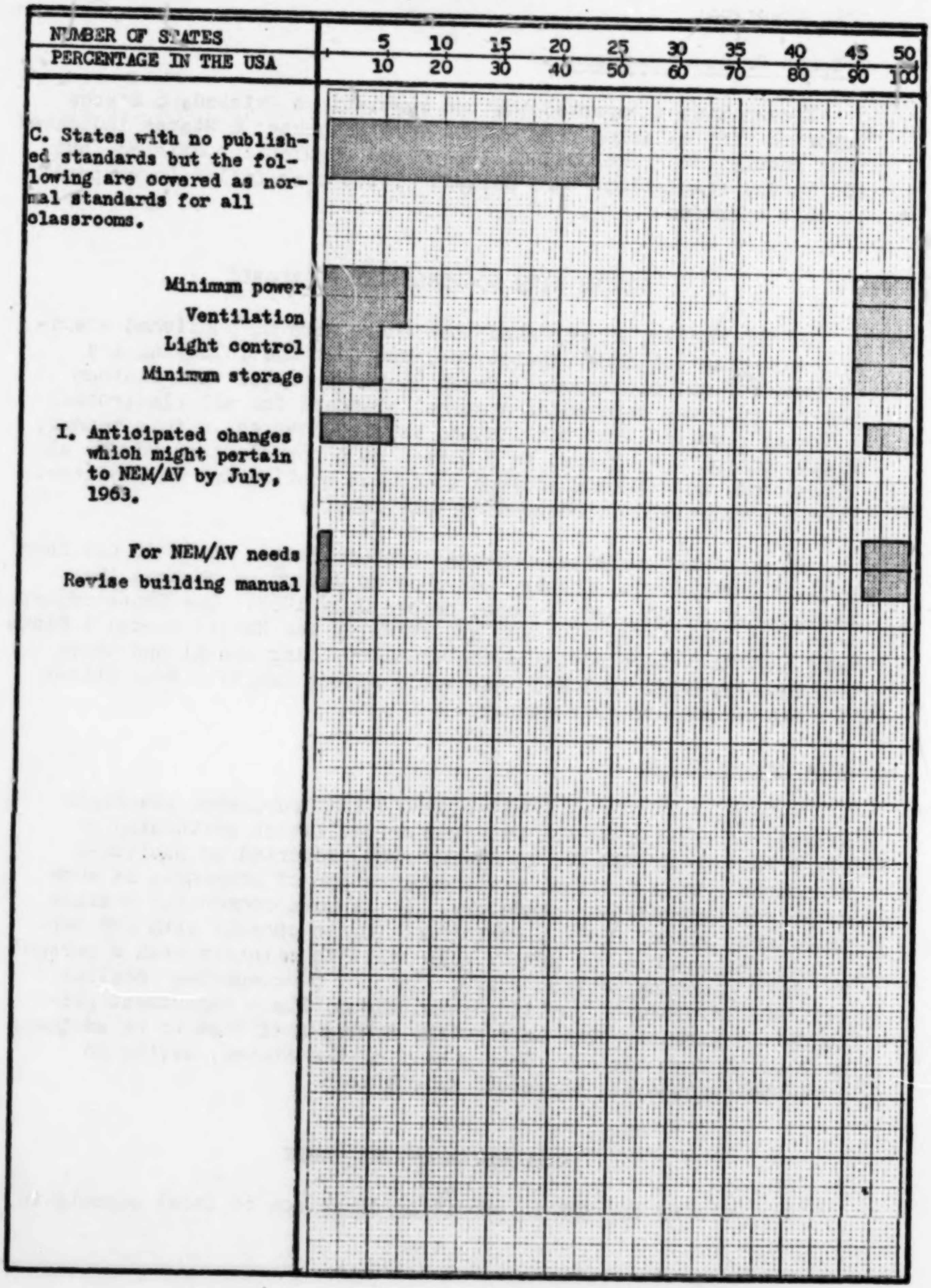
Conduits or Power Lines for Radio and Television and Other Special Installations

Nine States reported that no regulations existed; 8 States reported that existing regulations were adequate; 6 States reported that regulations were needed; 3 reported that regulations exist, but that these need updating. Two States did not respond to this question.

Storage Space

Seven States reported that no regulations exist; 8 States reported existing regulations to be adequate; 7 States reported regulations were needed; 4 States indicated that regulations exist but additional ones were needed. Two States did not respond to

TABLE VIII (CONT.)
BUILDING AND FACILITIES STANDARDS



this question.

Graphic Production Space

Eleven States reported that no regulations existed; 6 States reported that existing regulations were adequate; 6 States indicated that regulations were needed; 3 reported regulations existed, but additional regulations were needed. Two States failed to respond to this question.

STATES WITH NO PUBLISHED STANDARDS

Of the States, 23 reported that there were no published standards covering building regulations, but that the following are covered for all classrooms. Seven States reported that minimum power supply was covered as a normal standard for all classrooms; 7 States reported that ventilation is also covered in this manner; light control was covered in 5 States as a normal standard for all classrooms; and minimum storage space was spelled out in 5 States. Five States failed to respond to this inquiry.

In an effort to assess change in those States which do not have published standards, inquiry was made to determine changes that might occur in the near future, before July 1963. One State reported that they were being revised, specifically for NEM/AV needs; 1 State said that they were revising the total building manual and there would be material included that would affect NEM/AV. Four States did not respond to this inquiry.

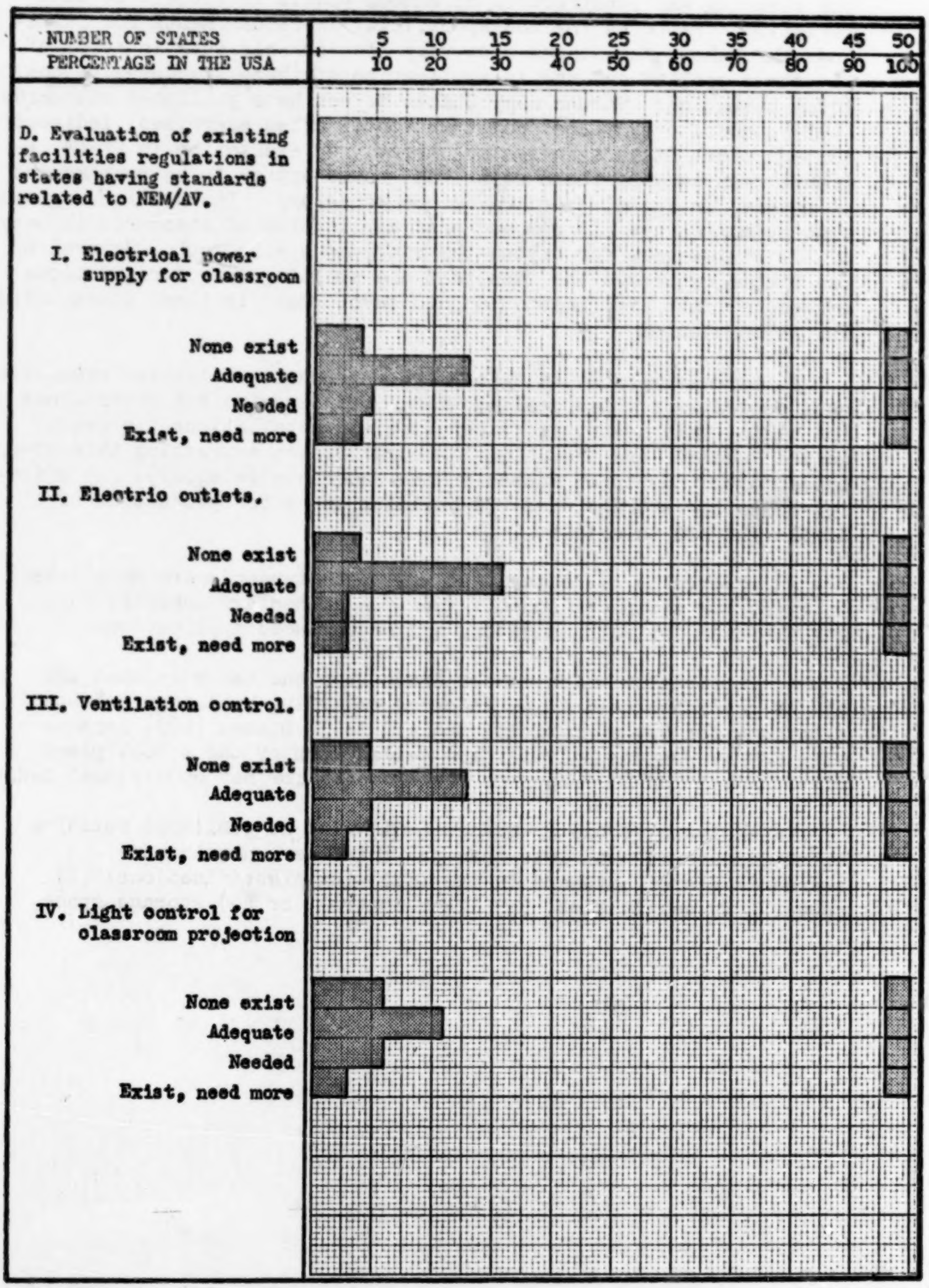
National Pattern

Twenty-seven States (54%) reported that published standards existed concerning school building or facilities pertaining to classroom use of NEM/AV; 23 States (46%) reported no published standards. On a national basis application of standards is more often recommended than mandatory. It is more common for a State department school plant planning section to consult with SDE personnel responsible for NEM/AV than it is to maintain such a person on their planning section staff. In 5 of 8 categories dealing with specific NEM/AV building regulations, State department personnel in slightly over half of the States feel them to be adequate more often than needed. Nearly half of the States, having no published standards, expressed no opinions.

DISCUSSION OF THE TABLE

The role of the SDE in providing direction to local schools in

TABLE VIII (CONT.)
BUILDING AND FACILITIES STANDARDS



the planning and construction of school plants is subject to much variation. Patterns for the specificity in requirements for buildings throughout the States also vary considerably both in types of standards spelled out and in application of these standards to the local situation. Though many States do not have published standards (46%), control over school construction is often exercised, indirectly through other State agencies or through representation in State groups. Im many of these cases what would appear to be recommended standards, in actual practice become mandatory. It was also expressed that standards are minimum and that application of standards in many of the States goes far beyond the minimums spelled out. Several of the States expressed the idea that the spelling out of regulations tended to limit experimentation and development in plant construction and in curriculum.

As expressed by State department personnel, facilities regulation most needed were those dealing with: (1) conduits and power lines for radio, television, and other special installations (in categories "needed" and "additional needed" States expressing this view exceeded the number of States in the "adequate"category); (2) building space for storage; and (3) building space for production of simple graphic materials.

An observable characteristic was that standards are more likely to exist for secondary schools than for elementary schools; this was the case for both mandatory and recommended applications.

An implication which can be drawn from the table is that SDE NEM/AV personnel need to be informed regarding buildings and specifications for new educational media. In 33 States (66%) persons with NEM/AV responsibilities are called upon by the school plant planning section to confer on requirements for new educational media.

An analysis of the 23 States (46%) with no published building standards showed that less than one-third have no minimum standards stated anywhere in the following classifications: (1) power, (2) ventilation, (3) light control, or (4) storage space.

TABLE VIII (CONT.)
BUILDING AND FACILITIES STANDARDS

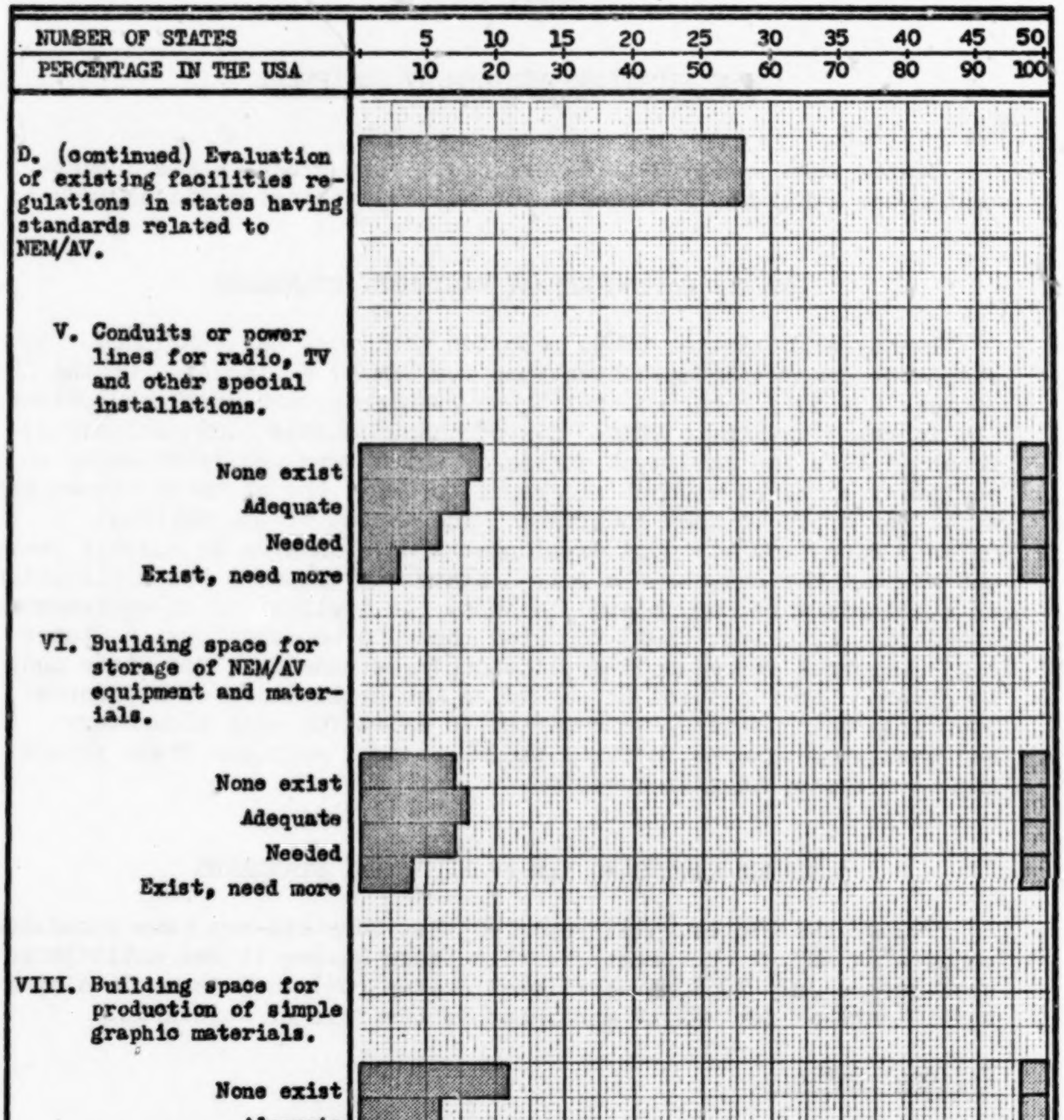


TABLE IX

SPECIFICATIONS FOR NEM/AV EQUIPMENT

States were surveyed to determine to what extent State departments were publishing standards for new educational media equipment.

STATES HAVING NEM/AV EQUIPMENT STANDARDS

Twenty-eight States (56%) reported that they had published standards concerning specifications for NEM/AV equipment. Of the 28 States, 25 (50%) reported that these standards were developed primarily in relationship to NDEA. Six of the 28 States (12% nationally) reported that the equipment standards which were published apply to equipment acquired without reference to NDEA, though these standards still may apply to NDEA equipment. The impact of the National Defense Education Act upon developments of standards is clearly present in half the States. In only 3 States development and application of standards were not related to NDEA. In application of equipment standards, 21 States (42%) reported these to be mandatory; 6 States (12%) reported recommended application of standards. One State made no response to the question regarding the application of standards. Standards which exist were reported to exist for both elementary and secondary schools in 27 of the 28 States, with one State providing no response to this question.

STATES HAVING NO NEM/AV EQUIPMENT STANDARDS

Twenty-two States (44%) reported that they did not have standards concerning NEM/AV equipment. Within these States it was anticipated that before July 1963, 3 additional States (6%) would have developed specifications for NEM/AV equipment in the form of standards.

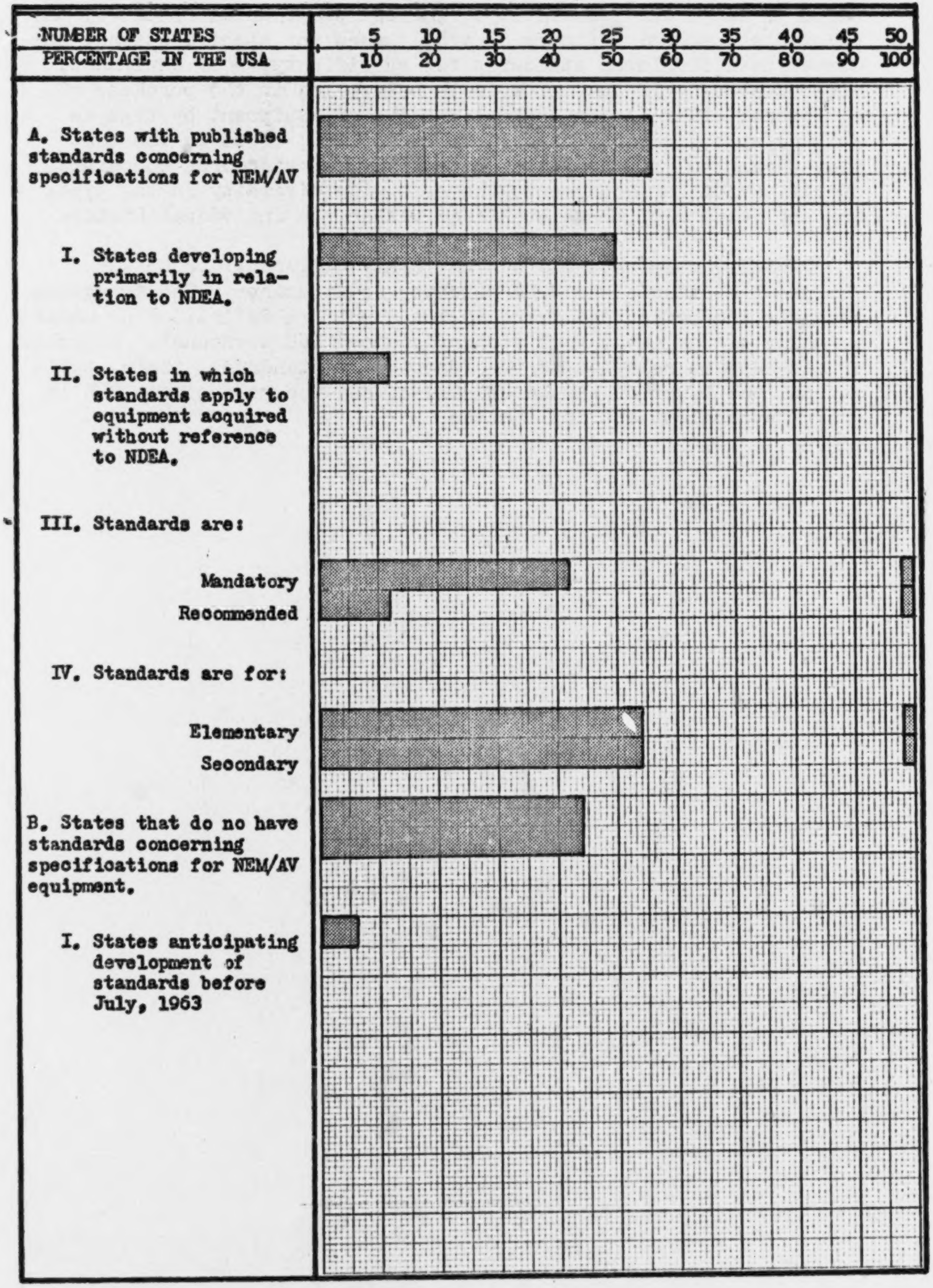
National Pattern

Over half of the States (56%) have developed standards in regard to NEM/AV equipment; this will increase to 62% by July 1963. These have been developed primarily in relationship to NDEA(50%). In 42% of the States these standards are mandatory for both secondary and elementary schools.

DISCUSSION OF THE TABLE

By 1963 development of standards should have occurred in 62% of the States, or, 31 States will have published standards. It should be pointed out that the standards which exist vary considerably in

TABLE IX
SPECIFICATIONS FOR NEM/AV EQUIPMENT



terms of scope and specificity. The equipment guide issued by the chief State school officers is widely used for specifications; some States have developed standards for specific types of equipment; other States spell out criteria to be applied in the purchase of equipment; other States suggest numbers of equipment by type as well as specification criteria to be applied. Thus we see that even though 56% of the States have developed standards concerning specification for equipment, there is wide diversity in the types and application of these standards within the individual States.

Clearly, responses did not uniformly differentiate between equipment standards and NDEA purchase requirements. The foregoing analysis indicates that there is not a uniform definition or understanding of the meaning of standards among SDE personnel. A problem arises here in relation to the function of standards, their application, the types of standards needed, and the role of the SDE in their development and application.

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TABLE X

SPECIFICALLY-EARMARKED FUNDS FOR NEM/AV

States were surveyed to determine the number of States in which specifically-earmarked funds were distributed to school units through the SDE for purchase of NEM/AV equipment and materials . Non-earmarked funds were also considered.

STATES DISTRIBUTING EARMARKED FUNDS

Twenty-seven States (54%) reported that specifically earmarked NEM/AV funds were distributed to local schools. Nineteen of these States reported that the funds were exclusively related to NDEA programs. Twenty-one of the 27 States (42%) reported that the funds were allocated as a new or special type of financial support within the States; in 5 States (10%) specifically-earmarked NEM/AV funds were allocated as a regular part of the program of support to local schools; one State did not respond to this question. In 10 States (20%) statistics are available regarding the allocation of these funds. Because of differences in accounting practices and reporting procedures this study will make no analysis of the amount of money distributed by State departments. NDEA distribution patterns can be found in other sources.

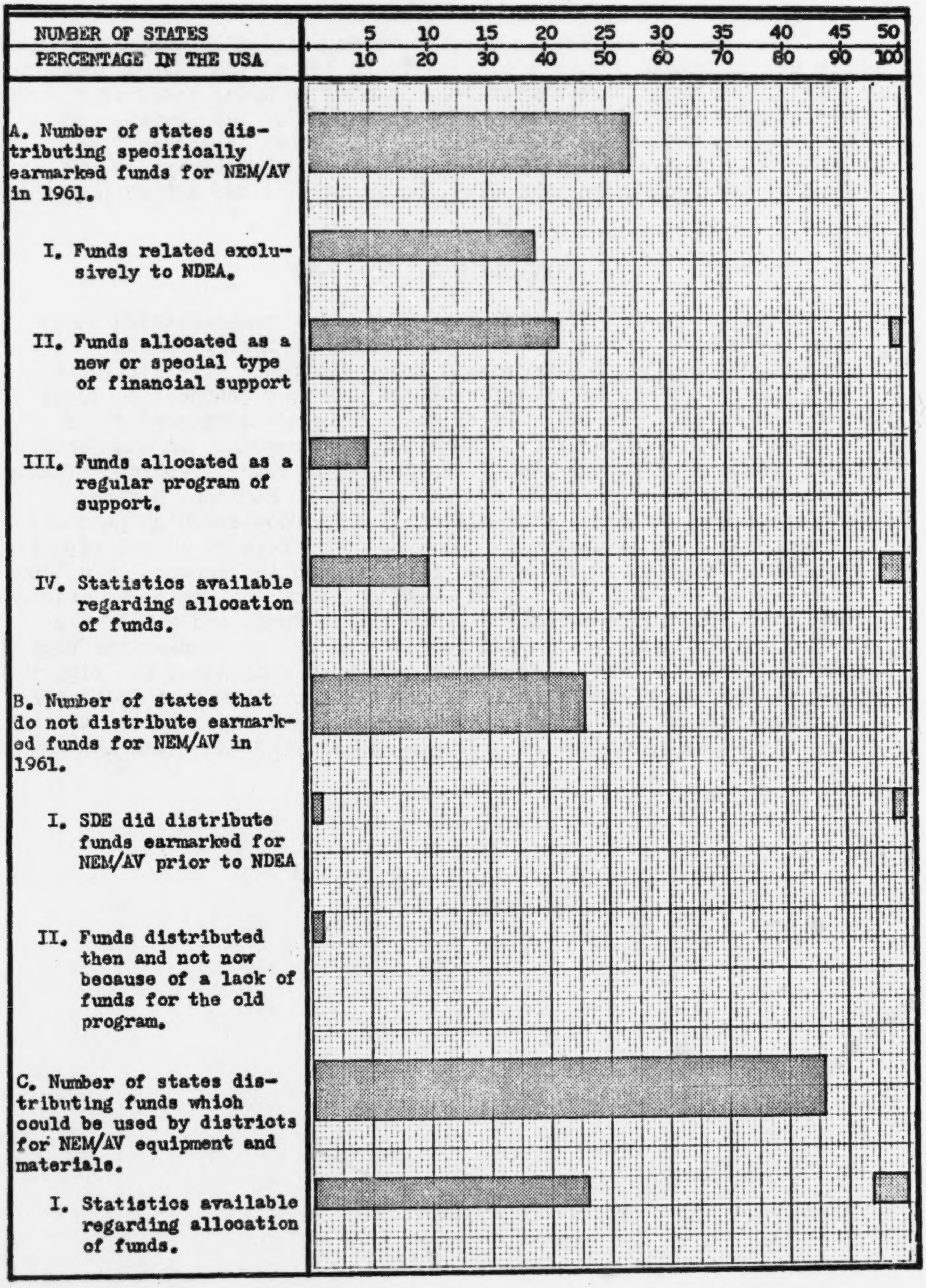
NUMBER OF STATES NOT DISTRIBUTING EARMARKED FUNDS

Twenty-three States (46%) reported they did not distribute earmarked funds for the purchase of NEM/AV equipment and materials in 1961. One State (2%) reported that they had distributed earmarked funds for NEM/AV prior to the NDEA; 1 State (2%) did not respond to this query. The same State reported that funds which were distributed then and not now are not being distributed because of lack of funds for the old program.

FUNDS WHICH COULD BE USED FOR NEM/AV

Non-earmarked funds have been included in this table to indicate the number of States in which non-earmarked funds could be used for NEM/AV. Forty-three States (86%) reported that funds were distributed through the State which could be used by districts for NEM/AV equipment and materials. Twenty-three of these States (46%) reported that statistics on the allocation of these funds, by individual districts, were available; three States (6%) made no response to this inquiry.

TABLE X
SPECIFICALLY EARMARKED FUNDS FOR NEM/AV



National Pattern

Over half of the States distributed specifically-earmarked funds for use in NEM/AV during 1961 (54%). In 38% of the States, nationally, these funds were exclusively related to NDEA; funds were a new and special type of financial support in 42% of the States. In contrast to 54% of the States which distributed earmarked funds, 86% of the States distributed non-earmarked State aid funds which, subject to local board authority, could be used for NEM/AV purposes.

DISCUSSION OF THE TABLE

It is more usual for States to distribute non-earmarked funds than for States to distribute specifically-earmarked funds. Characteristically, non-earmarked State aid funds distributed to local districts may be used for NEM/AV purposes (subject to local board approval). In only 10% of the States are earmarked funds allocated as a regular part of the support program. In most States where specifically-earmarked funds are distributed, programs of this type are characteristically new and relate to National Defense Education Act patterns. The effect of NDEA upon spending patterns is apparent in this analysis. Because of difference in the reporting of statistics this study made no reference to the amounts of allocation of funds within the States, though 20% of the States do maintain statistics regarding specifically-earmarked funds and 46% of the States regarding non-earmarked funds. One can only speculate regarding the areas in which these funds have been allocated, but with the high percentage of the States reporting direct relationship to NDEA, one might assume that allocation programs receiving emphasis through NDEA are those which are receiving a majority of the earmarked monies available.

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TABLE XI

PUBLICATIONS

All States were surveyed to determine their publication activity as it related to NEM/AV and in the general publication of materials not related to NEM/AV. Statistics available for these 2 classifications are presented here.

PUBLICATIONS RELATED TO NEM/AV

Nationally 32 States (64%) issued publications which were in whole or in part concerned with the new educational media. One State made no response to this inquiry. For purposes of this study these were roughly categorized into publications which were: (1) listings or catalogs; (2) publications which dealt wholly with NEM/AV; (3) publications which were in part devoted to NEM/AV.

Types of NEM/AV Publications

A total of 30 catalogs was reported by 18 States (36%); 98 publications dealing entirely with NEM/AV were reported by 28 States (56%); 52 publications which in part dealt with NEM/AV were reported by 17 States (34%). Nationally a total of 180 publications spread throughout 32 States (64%) were reported.

GENERAL SDE PUBLICATIONS

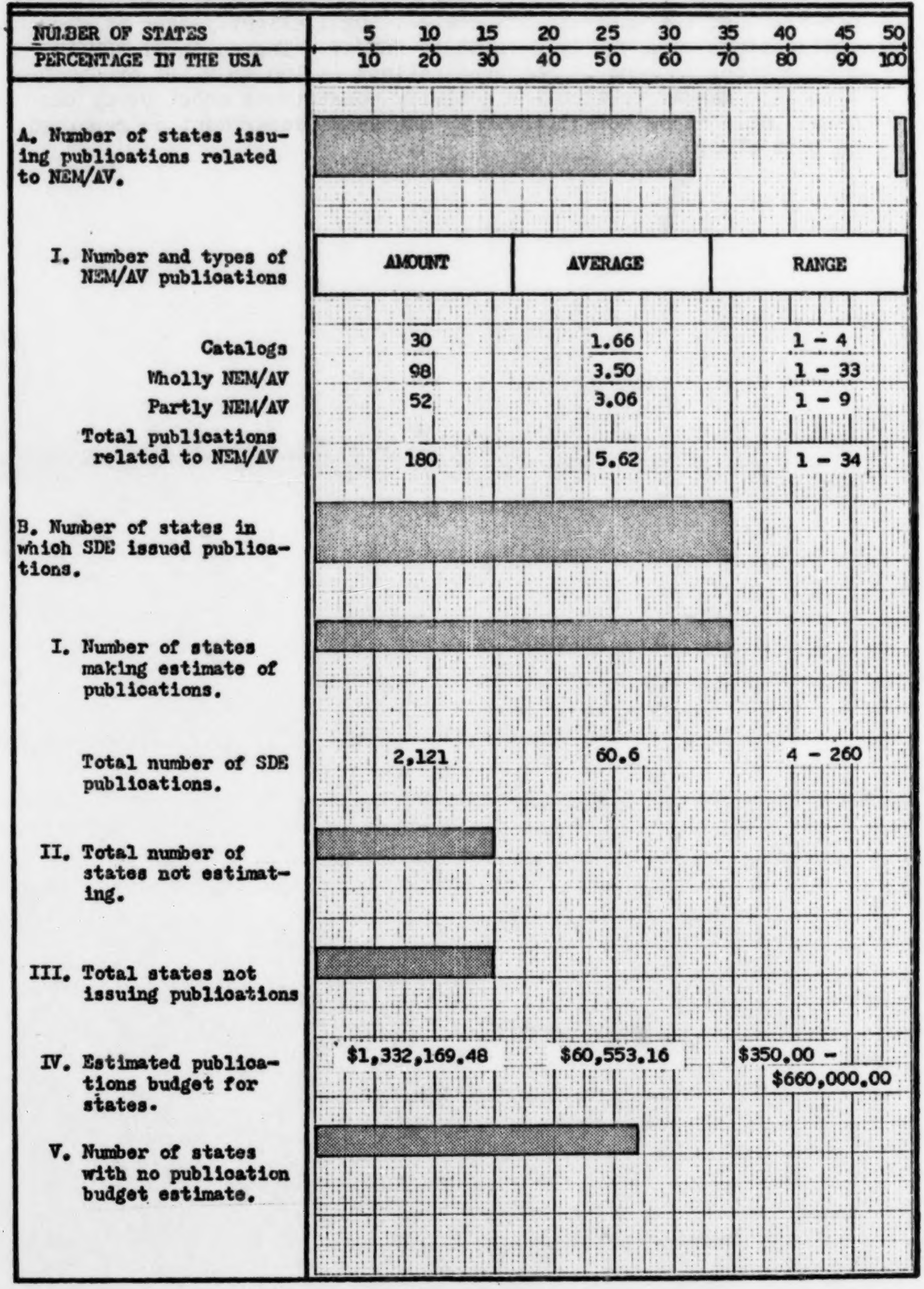
Thirty-five of the States (70%) reported that the SDE issued publications during 1960-61. It was estimated in these States that 2,121 publications were issued. The average number of publications was 60.6 with a range of from 4 to 260 publications. Fifteen States (30%)did not estimate their publication activity. Fifteen States (30%) reported that they had issued no publications. In the 35 States (70%) estimating publication activity, budgets were reported to amount to $1,332,169.48 with an average publication budget slightly over $60,000 in the 27 States making an estimate of their publication budget. The range in these 27 States was from $350 to $660,000.

National Pattern

Those State departments which issued general publications also most often issued publications related to NEM/AV.

DISCUSSION OF THE TABLE

TABLE XI
PUBLICATIONS



	AMOUNT	AVERAGE	RANGE
A. Number of states issuing publications related to NEM/AV.			
I. Number and types of NEM/AV publications			
Catalogs	30	1.66	1 - 4
Wholly NEM/AV	98	3.50	1 - 33
Partly NEM/AV	52	3.06	1 - 9
Total publications related to NEM/AV	180	5.62	1 - 34
B. Number of states in which SDE issued publications.			
I. Number of states making estimate of publications.			
Total number of SDE publications.	2,121	60.6	4 - 260
II. Total number of states not estimating.			
III. Total states not issuing publications			
IV. Estimated publications budget for states.	$1,332,169.48	$60,553.16	$350.00 - $660,000.00
V. Number of states with no publication budget estimate.			

Sixty-four per cent of the States reported NEM/AV publications; one-sixth of the publications are catalogs, slightly over half of the publications were wholly devoted to NEM/AV. The ratio of NEM/AV publications to general SDE publications is 180 to 2,121 or about 1 to 11. NEM/AV publication activity constitutes about 9% of the total publication activity within the State department as reported to this study.

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TABLE XII

STATISTICS AND RESEARCH

The States were surveyed to determine the scope of NEM/AV research activities within the States. This was attempted in order (1) to discover agencies which are available to the SDE for research purposes as well as (2) to determine those agencies which had been used for NEM/AV research purposes in the past. In half of the States (50%) it was reported that NEM/AV research had been carried out at some time.

Agencies Available to SDE

In those States reporting that research agencies were available, 15 States reported more than one agency could be used by the State department of education. One State (2%) reported that the State research agency was available; the SDE research unit was available in 20 States (40%) for NEM/AV research purposes; State institutions of higher education could be used by 15 States (30%); 6 States (12%) reported that other institutions of higher education in the States could be requested to conduct research activity; private, commercial or non-profit agencies could be utilized by 6 States (12%); 10 States (20%) reported that regional, county, or local districts having research facilities could be requested to conduct activities of this kind; other research agencies were available in 6 States (12%). One State did not respond to this question.

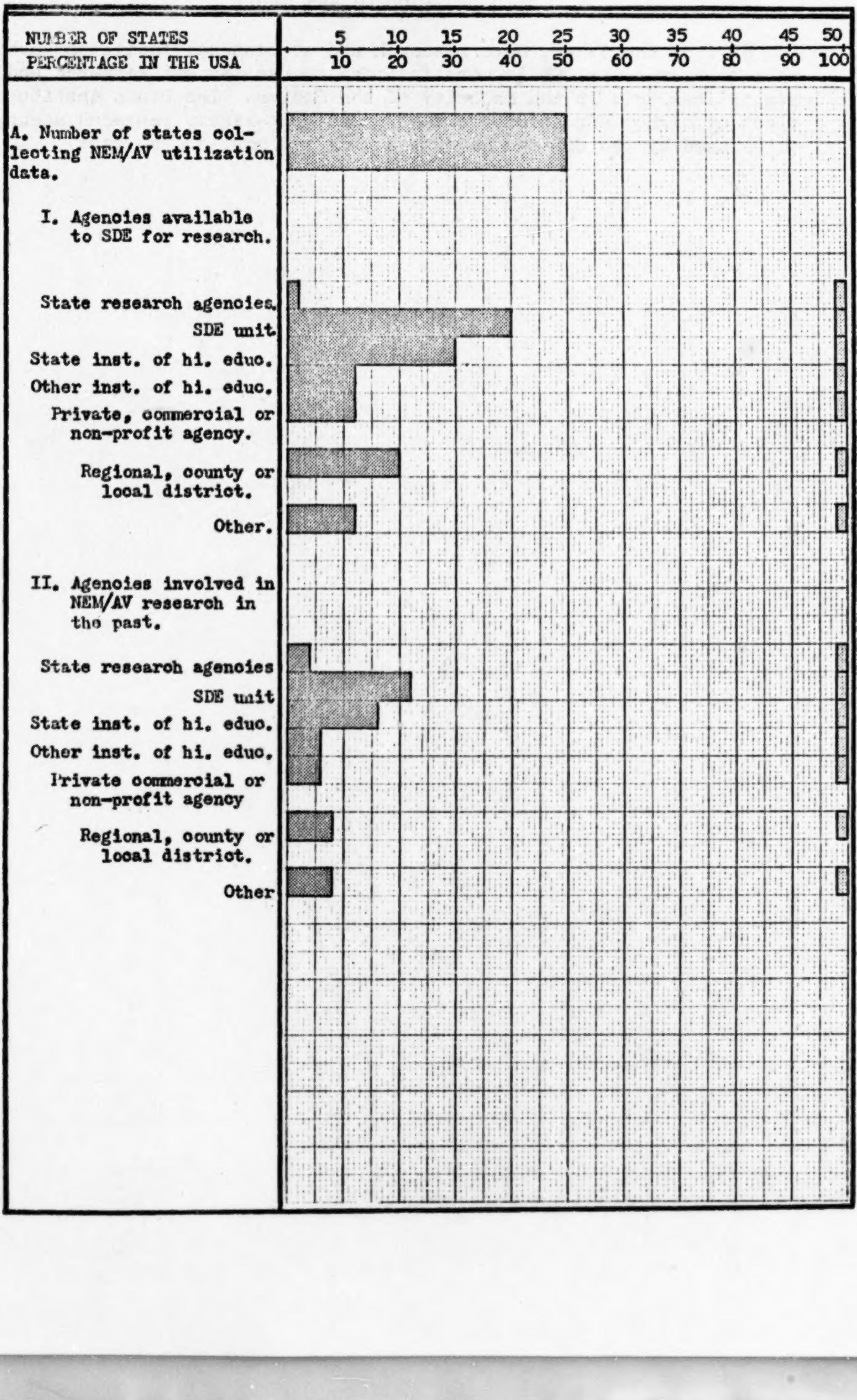
Agencies Involved in NEM/AV Research

In 9 States more than one research agency had been utilized to conduct research activity. State departments which reported current use or had in the past requested services from research agencies were as follows: 2 States (4%) reported that State research agencies had in the past been utilized for research purposes; SDE research units were reported to have been utilized by 11 States (22%); institutions of higher education were reported to have been used in 8 States (16%); other institutions of higher education were reported to have been used in 3 States (6%); private commercial or non-profit agencies in 3 States (6%); regional, county or local district research facilities were reported to have been used in 4 States (8%); other research agencies were reported to have been used in 4 States (8%). One State did not respond to this question.

National Pattern

In 50 per cent of the States some kind of research unit is available and has been used by the SDE for NEM/AV and statistical research purposes.

TABLE XII
STATISTICS AND RESEARCH



DISCUSSION OF THE TABLE

Half of the States have research and statistical facilities available to them. The SDE is more inclined to use its own research and statistical unit in the majority of the States. The State institutions of higher education are the second-most-likely research agency to be used by the SDE and have been utilized most in the past.

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TABLE XIII

MATERIALS PRODUCTION ACTIVITY

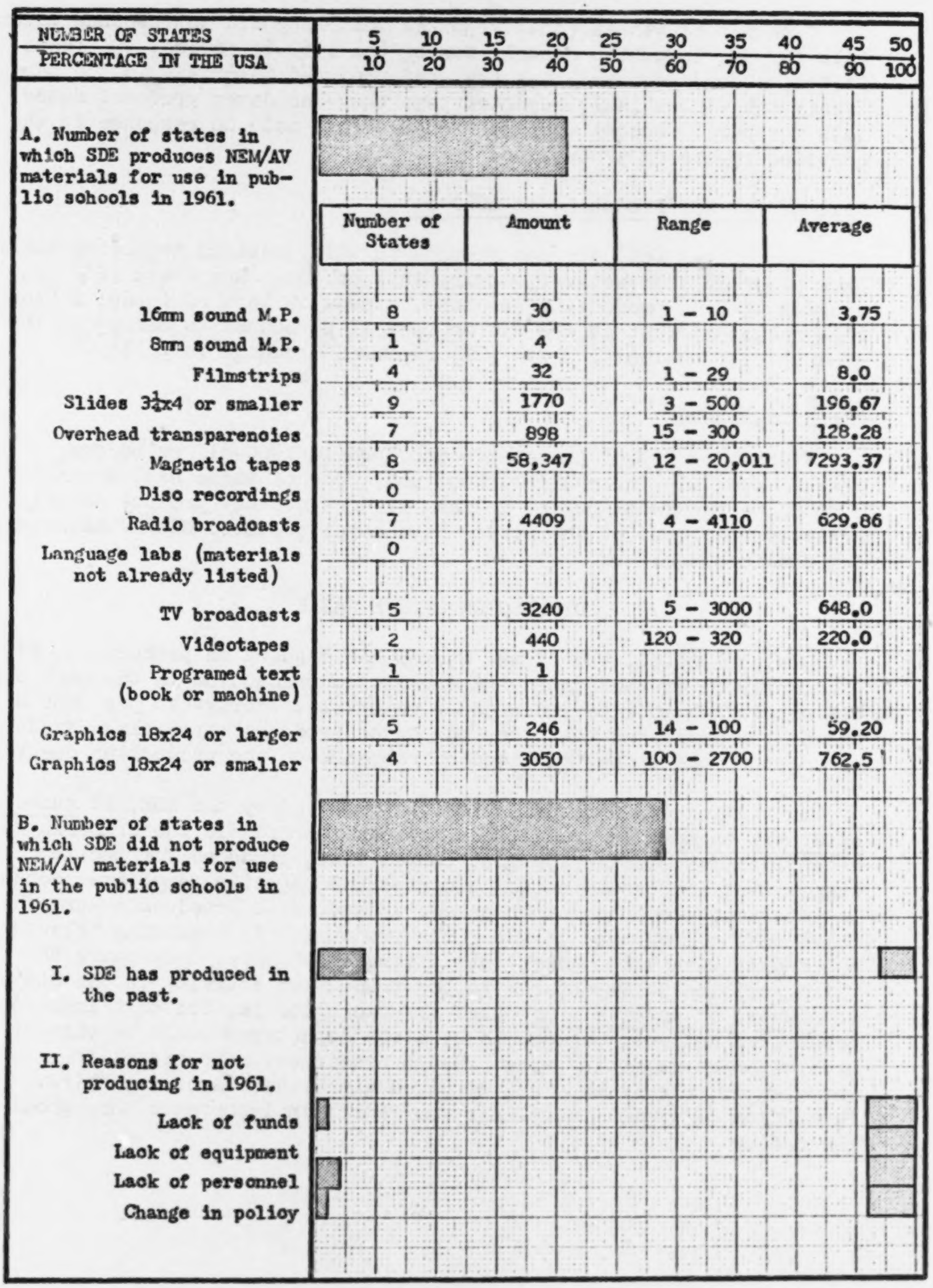
Through the mail questionnaire all States were asked to respond to the question "....did the SDE produce any new educational materials for use in public elementary or secondary schools?". This question sought to determine the number of States which were involved, through the State department, in the production of materials to be used for classroom instruction. Twenty-one States (42%) responded that the SDE had produced materials for use in public schools during 1960-61.

SDE PRODUCTION OF NEM/AV MATERIALS

Types of Materials and Amounts Produced

A total of 21 States (42%) produced materials of 12 types, though not all States produced all types of materials. A total of thirty 16mm motion picture films was produced by 8 States (16%) with a range of from 1 to 10 films; the average in the 8 States was 3.75. One State (2%) reported that it had produced four 8mm sound motion pictures. Four States (8%) reported that they had produced 33 filmstrips; the range was from 1 to 29 filmstrips, with an average of 8. Nine States (18%) reported that they had produced 1,770 slides (3-1/4x4 or smaller) during 1960-61; the range was from 3 to 500 slides, with an average of 196.67. Seven States (14%) reported that they had produced 898 overhead transparencies with a range of from 15 to 300; the average was 128.28. Eight States (16%) reported that they had produced magnetic tapes with a total of 58,347 tapes; the range was from 12 to 20,011, with an average of 7,293.37 tapes. Disc recordings were not produced in any of the States during 1960-61. Seven States (14%) reported that they had produced a total of 4,409 radio broadcasts; these ranged from 4 broadcasts to 4,110 broadcasts, the average was 629.86. For purposes of this study, language laboratory materials have been included in the tape category since respondents were not always able to identify specifically the nature of the contents presented in the tape materials produced. Five States (10%) reported that they had produced a total of 3,240 television broadcasts; these ranged from 5 to 3,000 broadcasts with an average of 648. Video tapes were produced in 2 States (4%); the number reported was 440, with a range of from 120 to 320, with an average of 220. One State reported the production of one programed text. Graphics (18x24 or larger) were reported to be produced by 5 States (10%), the total amount was 246 pieces with a range of from 4 to 100, the average was 59.2. Graphics (18 1/2x24 or smaller) were produced in 4 States (8%); the number reported was 3,050 with a range of from 100 to 2,700, with an average of 762.5.

TABLE XIII
SDE MATERIALS PRODUCTION ACTIVITY



	Number of States	Amount	Range	Average
16mm sound M.P.	8	30	1 - 10	3.75
8mm sound M.P.	1	4		
Filmstrips	4	32	1 - 29	8.0
Slides 3¼x4 or smaller	9	1770	3 - 500	196.67
Overhead transparencies	7	898	15 - 300	128.28
Magnetic tapes	8	58,347	12 - 20,011	7293.37
Disc recordings	0			
Radio broadcasts	7	4409	4 - 4110	629.86
Language labs (materials not already listed)	0			
TV broadcasts	5	3240	5 - 3000	648.0
Videotapes	2	440	120 - 320	220.0
Programed text (book or machine)	1	1		
Graphics 18x24 or larger	5	246	14 - 100	59.20
Graphics 18x24 or smaller	4	3050	100 - 2700	762.5

STATES NOT PRODUCING NEM/AV MATERIALS IN 1960-61

Twenty-nine States (58%) reported that they did not produce materials for use in public schools during the 1960-61 period. Of these States, 4 (8%) reported that they had produced materials in the past. Twenty-one States (42%) reported that they had never produced materials for public school use and 3 States (6%) made no response to the question regarding production.

Reasons for Not Producing in 1960-61

Four States (8%) did not respond to this question regarding their lack of production activity during this period. One State (2%) responded that no production was done because of lack of funds; 2 States (4%) responded that it was due to lack of personnel to carry out the production function; 1 State (2%) reported a change in policy.

National Pattern

A total of 50% of the States produced in 1960-61, or before, NEM/AV materials for public school use. One of these had, during 1960-61, a change of policy so that it does not now produce materials. Forty-two per cent of the States have never produced NEM/AV materials for public school use.

DISCUSSION OF THE TABLE

During 1960-61, 42% of the States had engaged in production, additionally 8% of the States had engaged in production in the past but did not during this period produce materials. Forty-two per cent of the States indicated that they had never produced materials. Eight per cent of the States provided no response to the production question.

In viewing the types of materials produced by the SDE, if number of States engaged in production (national spread) is the criteria to be applied, slides are the most common items produced for public school use; 16mm sound motion pictures and magnetic tapes are second in importance; overhead transparencies and radio broadcasts were the third most common type of materials produced. By combining television broadcasts with video tapes into a single category, they share the third position in importance in the production activity in the States. If numbers of materials produced are the criteria, the most important production activity engaged in by State departments would be that of production of magnetic tapes. Radio broadcasts were second in importance; television, when combined with video tapes was third. Production of graphic materials was fourth in importance throughout the nation.

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TABLE XIV

MATERIALS DISTRIBUTION

All of the States were asked to indicate whether the service of the SDE included a materials distribution function. Forty-three States (86%) indicated that materials distribution was a part of the SDE service to schools; 7 States (14%) did not respond to this question.

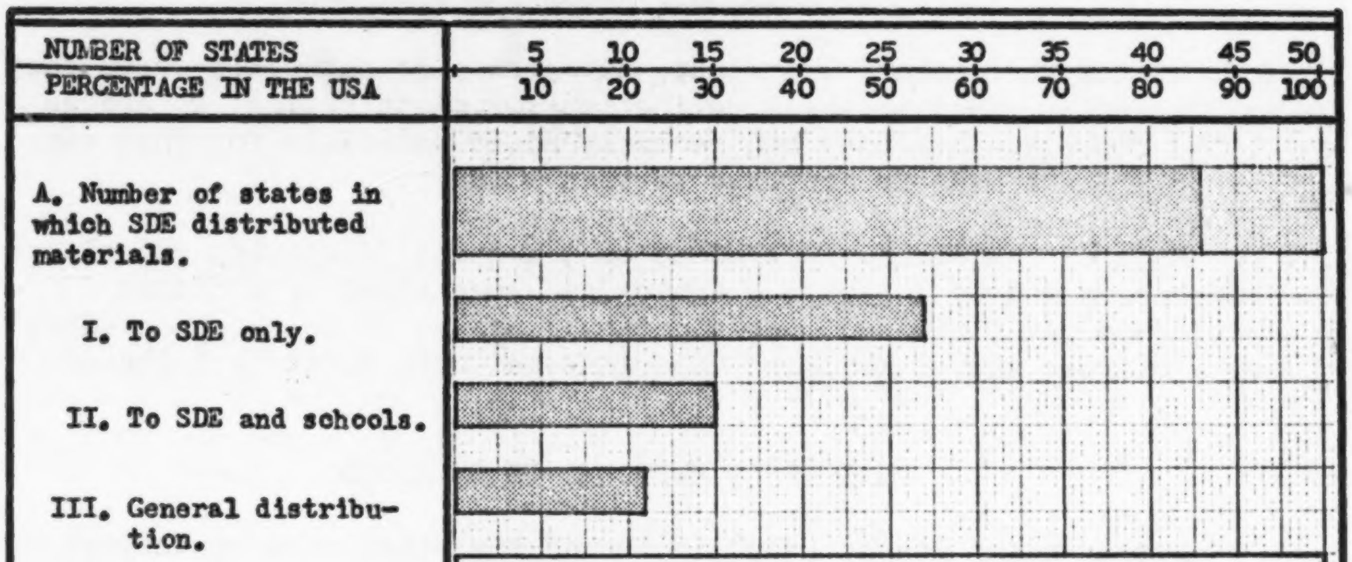
SDE DISTRIBUTION SERVICES

Of the 43 States which had indicated that distribution was a service offering made through the SDE, three types of distribution services became apparent. These were: (1) distribution of materials within the SDE and to the SDE; (2) materials distribution to the SDE and to local schools for in-service use; and, (3) general distribution to schools for local school use. Many States responded that their materials distribution served all three functions, others reported that their service included one or more of the distribution areas. Twenty-seven States (54%) reported that they distributed materials within the SDE only; 15 States (30%) reported that they distributed to the SDE as well as to schools for in-service use; 11 States (22%) reported that they carried out a general distribution service.

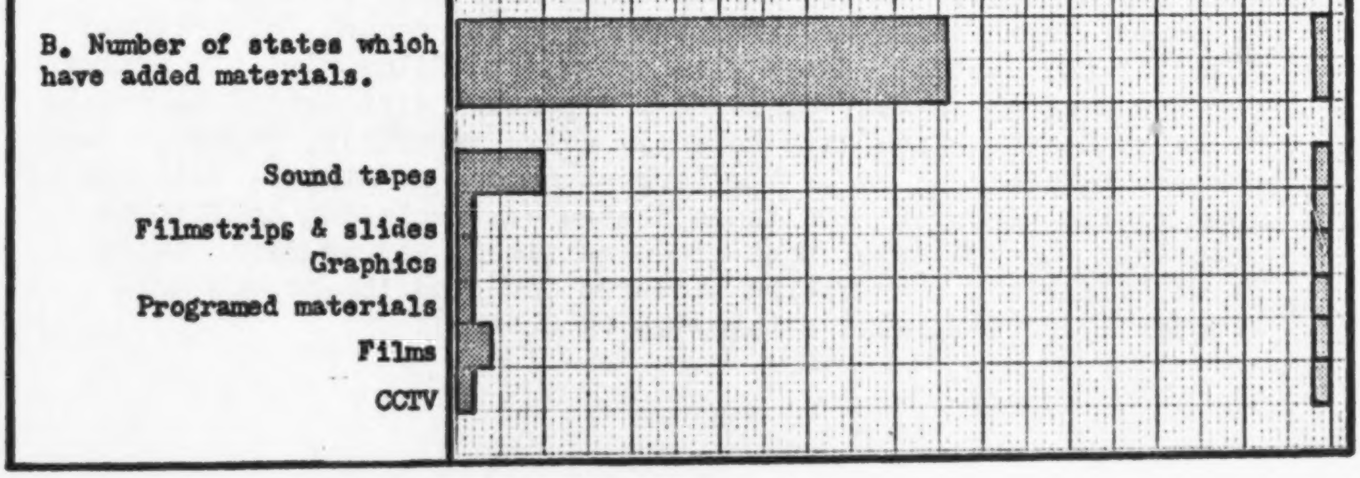
TYPES OF MATERIALD DISTRIBUTED

Twenty-seven States reported that they distributed 16mm motion pictures and 162,982 titles were reported available through the SDE; no State reported that it distributed 8mm sound motion pictures; 10 States reported that they distributed filmstrips, a total of 3,240 filmstrips was reported to be distributed; 8 States reported that they distributed slides, a total of 5,922 slides was available through State departments of education; 2 States reported that they distributed overhead transparencies, a total of 95 transparencies was reported for distribution; 11 States reported that they distributed magnetic tapes with a total of 31,094 tapes reported. Disc recordings were reported to be distributed by 5 States, a total of 1,525 discs was reported. Radio broadcasts were reported to be distributed by 1 State and a total of 52 broadcasts was reported. Language laboratory materials have been included in the magnetic tape category. Television broadcasts were distributed by 3 States with a total of 2,742 television broadcasts being reported. Video tapes were distributed by 2 States, a total of 264 video tapes was available for distribution. Programed materials were distributed by 3 States, a total of 234 items was reported available for distribution. Graphic materials were reported available for distribution in 1 State, a total of 2,500 graphics was available.

TABLE XIV
MATERIALS DISTRIBUTION



	Number	Range	Average
16mm sound M.P.	162,982	10 - 48,000	3,790.27
8mm sound M.P.	0	0	0
Filmstrips	3,240	25 - 561	75.35
Slides 3¼x4 or smaller	5,922	50 - 2,500	137.72
Overhead transparencies	95	15 - 80	2.21
Magnetic tapes	31,094	8 - 19,956	723.11
Disc recordings	1,525	15 - 700	35.46
Radio broadcasts	52	-	-
Language labs (materials not already listed)	0	0	0
TV broadcasts	2,742	222 - 2,200	63.77
Videotapes	264	120 - 144	6.14
Programed text (book or machine)	234	12 - 205	5.44
Graphics 18x24 or larger	0	0	0
Graphics 18x24 or smaller	2,500	-	-



TYPES OF MATERIALS ADDED FOR DISTRIBUTION

States were asked to indicate categories of materials which they had recently added to their collection for distribution; 28 States (56%) reported that they had recently added materials for this service; 1 State made no response to this inquiry.

Magnetic tapes had been added by 5 States; filmstrips and slides had been added by 1 State; graphics had been added by 1 State; programed materials had been added by 1 State; films had been added by 2 States; and, television materials had been added by 1 State.

MATERIALS EXPECTED TO BE ADDED

Twenty-eight States (56%) indicated that they were contemplating the addition of materials for distribution. These were as follows: magnetic tapes were to be added by 5 States; TV materials were to be added by 4 States; graphics were to be added by 3 States; programed materials by 2 States; films, by 4 States; slides, by 2 States; filmstrips by 2 States; and other miscellaneous materials, by 3 States. One State did not respond in regard to the inquiry.

National Pattern

Forty-three States (86%) carry on a materials distribution service at some level within the State department of education. The most common distribution service appears to be distribution to other sections of the SDE. Approximately 22% of the States indicated that they have maintained materials for general distribution to the public schools as a general policy.

DISCUSSION OF THE TABLE

When numbers of materials are considered as the basic criteria, the most often distributed material is the 16mm motion picture; magnetic tapes are the second most often distributed materials. When the number of States distributing materials is used as a criteria, 16mm motion pictures are the most commonly distributed material (27 States); tapes (11 States) and filmstrips (10 States) are about equal as the second most important distributed materials. Of those States which have recently added materials, magnetic tape was the material added by the largest number of States, followed by 16mm motion pictures. Of those States contemplating additional materials, the material most often mentioned was magnetic tapes; TV materials and 16mm motion pictures occupied the second most frequently contemplated categories (4 States).

TABLE XIV (CONT.)
MATERIALS DISTRIBUTION

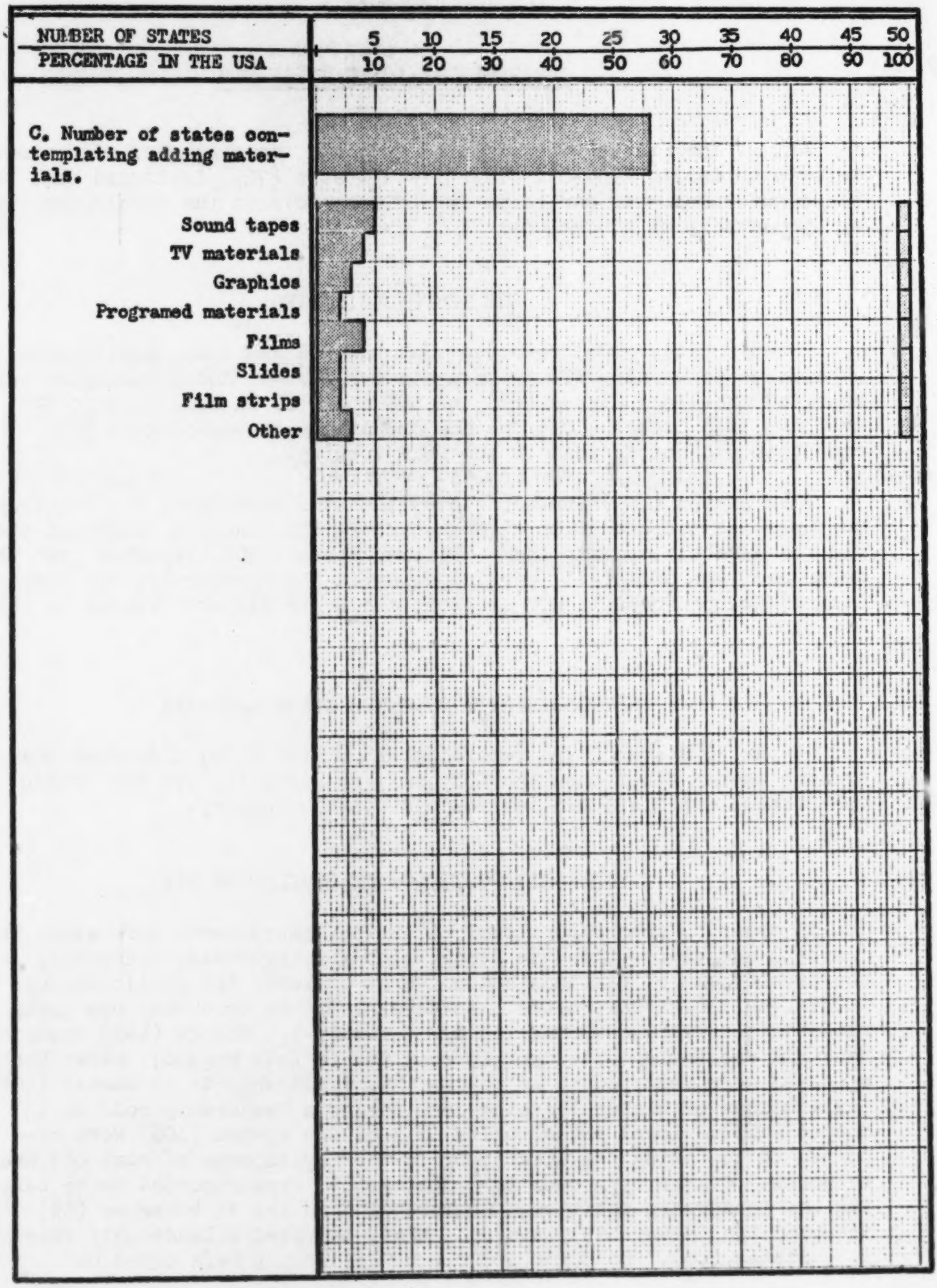


TABLE XV

GOVERNMENTAL ACTIVITY IN ETV

All of the States were asked to indicate the status of educational television during 1960-61. Thirty-six States (72%) indicated that the State government was participating in some role in the development and/or sponsorship of educational TV in the State.

SDE RESPONSIBILITIES

Twenty States (40%) reported that the SDE had some legal responsibilities concerning ETV, within its own State. Additionally it was reported that in 3 States (6%) the SDE operated an open-circuit TV system. In 5 States (10%) the SDE operated a closed-circuit TV; one State did not respond to the CCTV inquiry.

Five States (10%) further stated that the department was required to supervise the operation of open-circuit ETV stations, although they did not directly operate them. Fifteen States (30%) reported that the department was officially participating in the sponsorship and direction of an open-circuit ETV station; one State did not respond to this question.

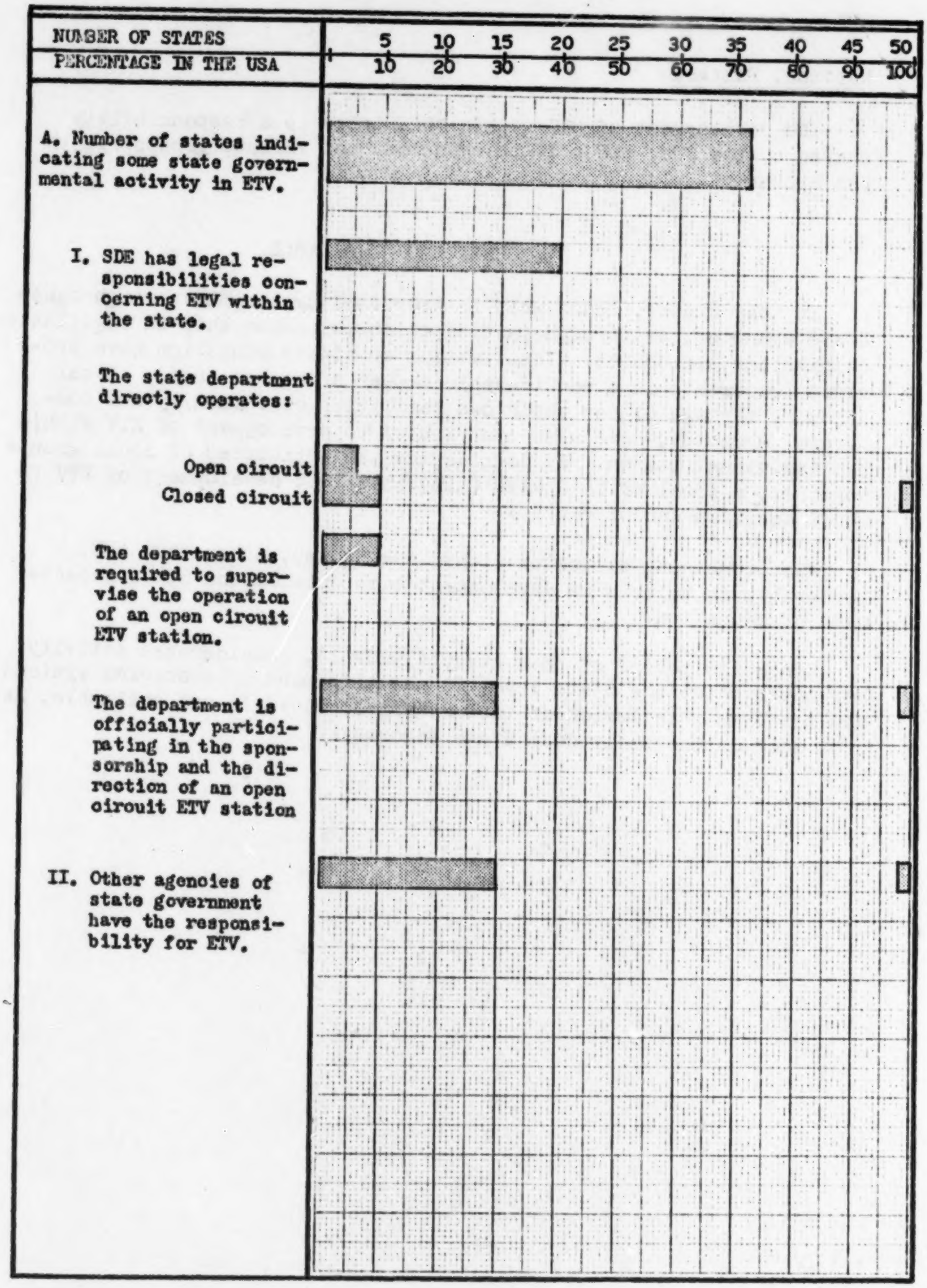
RESPONSIBILITY OF OTHER STATE AGENCIES

Of the 36 States (72%) reporting, 15 States (30%) indicated that a State agency other than the SDE had responsibility for ETV within the States; one State did not respond to this inquiry.

LEADERSHIP POSITIONS IN DEVELOPING ETV

In order to assess the total situation, respondents were asked to indicate agencies within the State which were providing leadership in the development of stations and networks to serve the public schools within the individual States. In several States more than one group was credited with leadership in ETV. Twenty-two States (44%) reported that SDE was taking a leadership position in this regard; other State agencies were reported to be taking this leadership in 15 States (30%). Institutions of higher learning were taking a leadership role in 13 States (26%). Local school units in 5 of the States (10%) were reported to be taking the leadership in the development of stations and networks. Community groups in 3 States (6%) were reported to be taking the leadership position. Commercial agencies in 4 States (8%) occupied the leadership position. MPATI occupied a leadership role in 4 States (8%). No other sources of leadership were cited by

TABLE XV
GOVERNMENTAL ACTIVITY IN ETV



SDE members.

National Pattern

The development of ETV within the States is a responsibility shared by the SDE, other State agencies, and various groups within the States.

DISCUSSION OF THE TABLE

In many States, leadership is exercised by the SDE through other State agencies, or through participation and membership in legislative commissions and bodies. Institutions of higher education have provided leadership in a considerable number of States (26%). Local schools, through either their own facilities or community and commercial agencies, have also contributed to development of ETV within the individual States. By considering the activities of local groups together, a total of 16 States (32%) have left development of ETV to local decision and/or control.

When combining all units within the States, other than SDE, leadership in television development lies outside the State department of education.

Since the period of this study (1960-61), considerable activity has occurred at the State level in establishment of statewide systems and networks. Inclusion of this material, where it was available, has been made in the individual State reports.

TABLE XV (CONT.)
GOVERNMENTAL ACTIVITY IN ETV

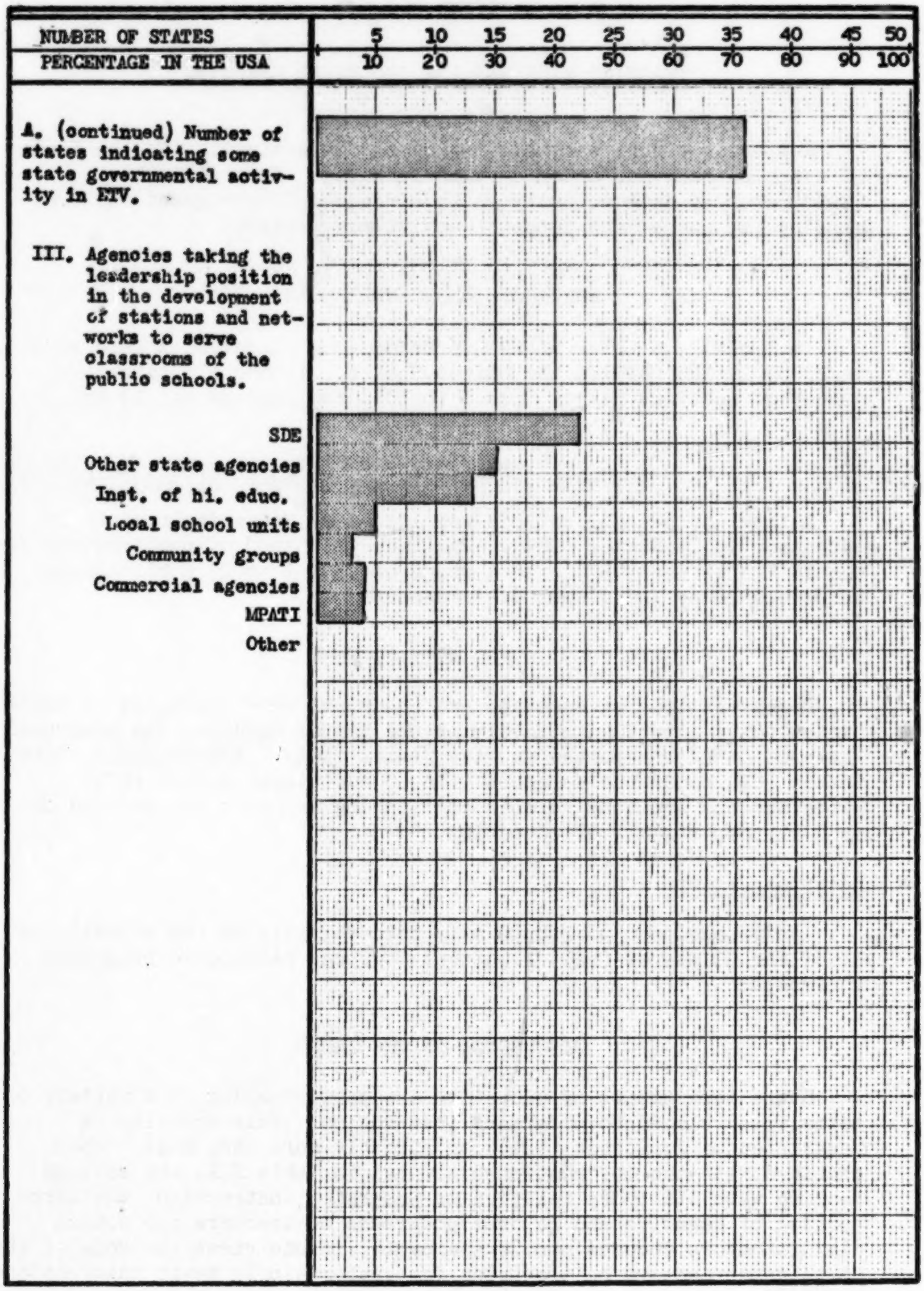


TABLE XVI

TEACHING MACHINES AND PROGRAMED LEARNING

A special effort was made to assess SDE activities in the field of teaching machines and programed learning. Twenty-six States (52%) reported some activity in this field and were questioned regarding the number and types of activities pursued.

WORKSHOPS AND CONFERENCES

In 1960-61, a total of 291 workshops and conferences were sponsored by 21 SDE (42%)in the United States. In the 21 States the number of meetings ranged from 1 to 104; the average was 13.86.

PUBLICATIONS

A total of 50 publications was issued by State departments of education in 14 States (28%). The average number of publications from the 14 States was 3.57, with a range of from 1 to 27 publications being issued by individual State departments.

OTHER ACTIVITIES

Demonstrations of machines and equipment were conducted in three States (6%), experiments involving the use of machines and programed instruction were reported in five States (10%). Additionally, three States (6%) conducted speeches. In 10 additional states (20%), miscellaneous activity related to teaching machines was carried on by State departments of education.

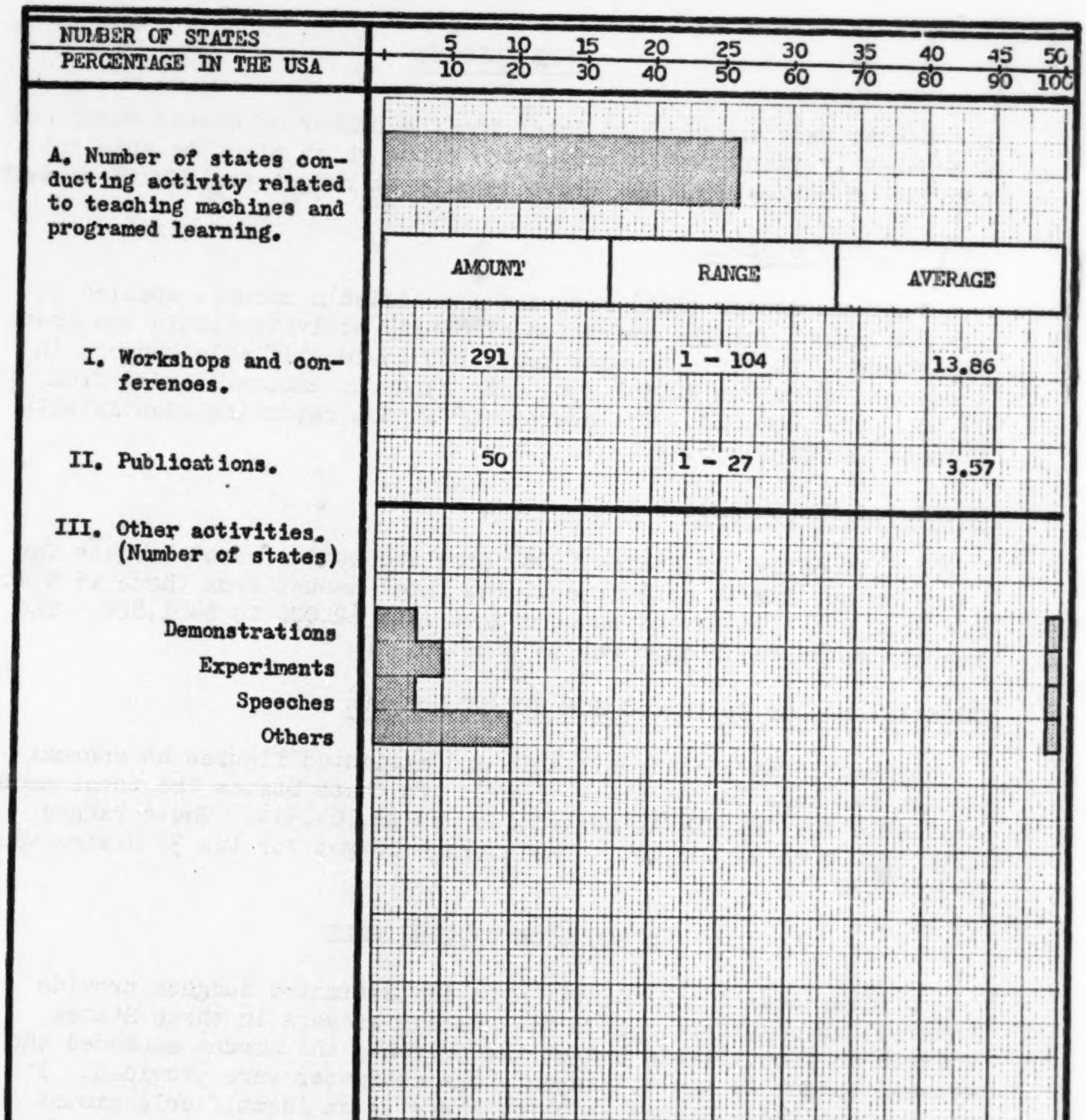
National Pattern

Conferences and workshops are characteristic of the activity in 21 of the 26 States (52%) reporting services related to programed instruction.

DISCUSSION OF THE TABLE

State departments of education are participating in a variety of activities related to programed instruction. This activity is restricted to 26 States (52%), or slightly more than half. When combined with the information presented in Table XIX, the section dealing with attitudes relative to programed instruction, the large portion of negative and neutral positions of teachers and school administrators becomes more explainable, if one views the role of the State department to be provision for leadership in newer instructional methods.

TABLE XVI
TEACHING MACHINES AND PROGRAMED LEARNING



	AMOUNT	RANGE	AVERAGE
I. Workshops and conferences.	291	1 - 104	13.86
II. Publications.	50	1 - 27	3.57

TABLE XVII

SDE BUDGET

States were surveyed to determine the number of States which had a separately identifiable budget and those which might be able to provide an estimate of the State department budget for NEM/AV activity.

Identifiable Budgets

Eighteen States (36%) reported identifiable amounts spelled out in the SDE budget for the operation of NEM/AV activity within the State department. The total amount available in identifiable budgets in these 18 States was $2,341,336. The range in amounts varied from $9,000 to $1,000,000. The average of States reporting identifiable amounts was $132,296.44.

Estimated SDE Budgets

Additionally, 15 States (30%) provided estimates of budgets for carrying out NEM/AV activities. The total amount from these 15 States was $822,978. These estimates ranged from $2,000 to $481,824. The average estimated budget was $54,865.20.

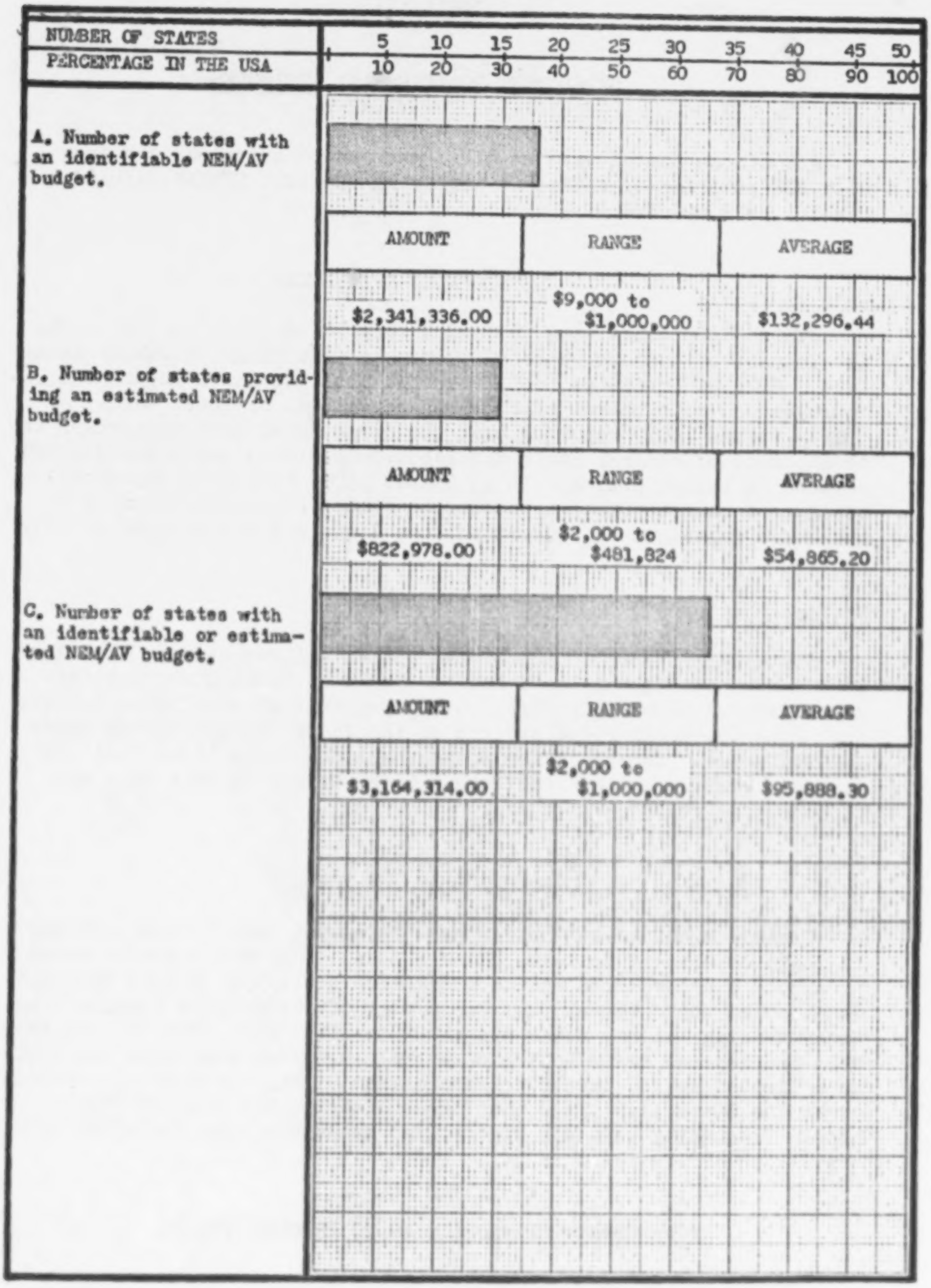
Identifiable or Estimated SDE NEM/AV Budgets

By combining the identifiable and estimated figures an approximation was made for 33 States (66%). In these States the total amount available for SDE NEM/AV activities was $3,164,314. These ranged from $2,000 to $1,000,000. The average budget for the 33 States was $95,888.30.

DISCUSSION OF THE TABLE

Differences in the identifiable and estimated budgets provide interesting contrasts. From the average budgets in those States wherein an identifiable budget was present, the amount exceeded the average budget in the 15 States where estimates were provided. It may be that those States in which there is an identifiable amount are more aware of the areas in which funds have been allocated for NEM/AV. This would appear important for development of scope and for growth and development. Seventeen of the States (34%) failed to provide either an estimated or an identifiable figure for the amount spent for NEM/AV within their State. If the pattern observable between the estimated and the identifiable can be projected, it could be assumed that the additional 17 States (34%) are spending considerably less than are the States which provided the requested information. This situation poses a most important question: Is lack of knowledge of budget related to lack of program?

TABLE XVII
SDE BUDGET



A. Number of states with an identifiable NEM/AV budget.

AMOUNT	RANGE	AVERAGE
$2,341,336.00	$9,000 to $1,000,000	$132,296.44

B. Number of states providing an estimated NEM/AV budget.

AMOUNT	RANGE	AVERAGE
$822,978.00	$2,000 to $481,824	$54,865.20

C. Number of states with an identifiable or estimated NEM/AV budget.

AMOUNT	RANGE	AVERAGE
$3,164,314.00	$2,000 to $1,000,000	$95,888.30

TABLE XVIII

DEPARTMENT POLICIES AND ATTITUDES

All of the States were asked to respond to questions dealing with SDE policies or attitudes regarding specific NEM/AV situations within their own State.

DEVELOPMENT OF CENTERS

State departments were queried in regard to their policy in the development of centers which distribute a wide range of NEM/AV materials. Forty-four States (88%) reported that the State department encourages the development of these on a regional or local basis. Thirty States (60%) reported that the State department encourages the development of central State distribution centers; one State did not respond to this question. In 25 States (50%) the State department believes a central State distribution center should be operated by the State department of education; one State did not respond to this question.

National Pattern

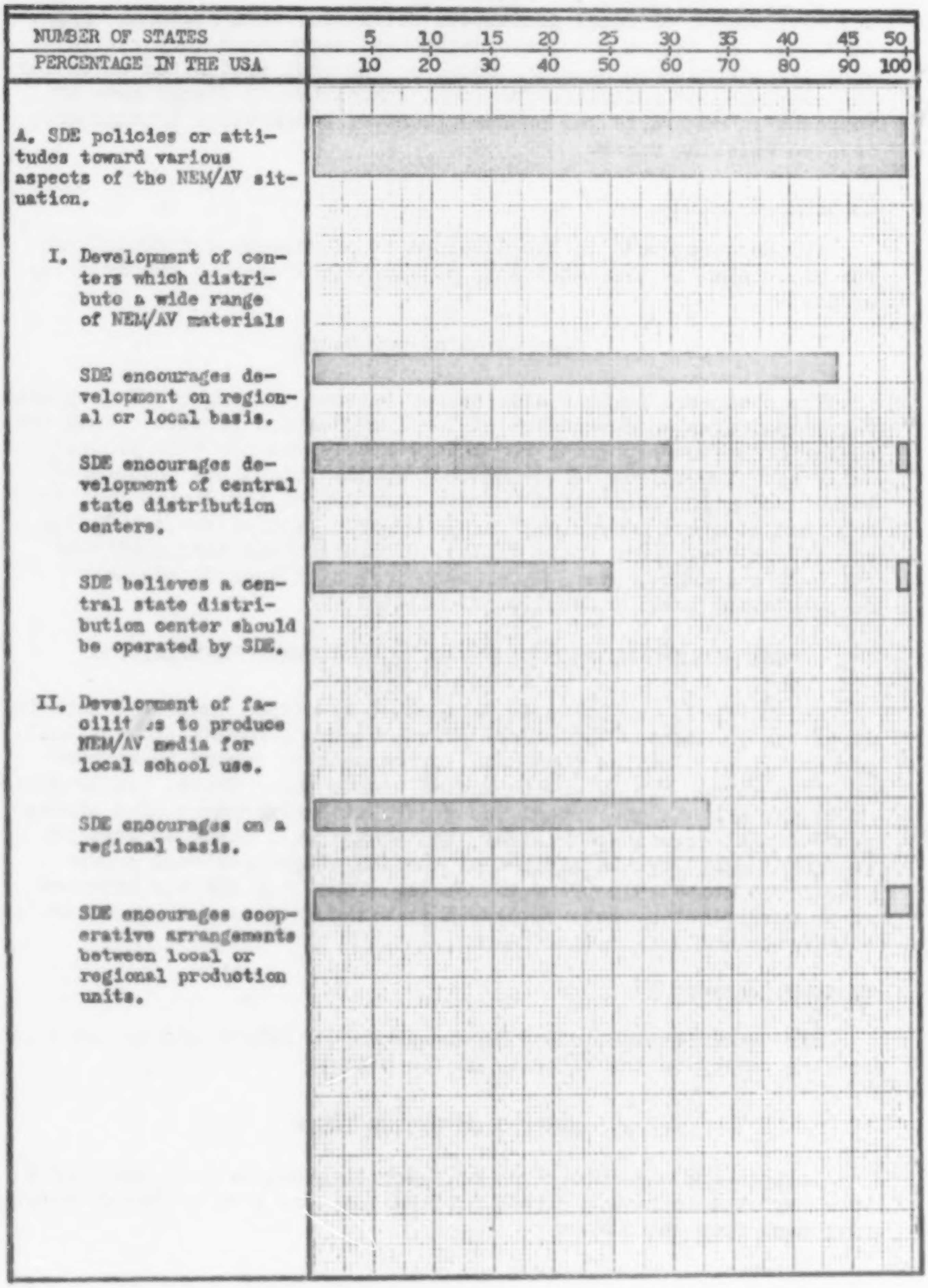
State departments in 50% of the States believe a State distribution center of a specialized nature should be handled through the State department of education. Sixty per cent of the States believe that some State central distribution should be carried out in specialized areas. In 88% of the States, the SDE feels that local and regional centers which distribute a wide variety of materials are to be encouraged.

DISCUSSION OF THE TABLE

Cursory examination would appear to reveal some inconsistencies in State department policies on this point: Can State policy encompass both a centralized and decentralized activity? A more thorough examination would reveal that the matter of emphasis is important to understanding the new media distribution situation. Many States feel that the central distribution of certain critical high-cost materials, on a limited basis, should be centralized within the State department or at the State level, and that local distribution centers should handle frequently used and specialized materials near the point of use.

DEVELOPMENT OF FACILITIES TO PRODUCE NEM/AV

TABLE XVIII
DEPARTMENT POLICIES AND ATTITUDES



In 33 States (66%) the State department of education encourages the development of local production facilities on a regional basis. In 70% of the States the State department encourages cooperative arrangements between existing local or regional production units for the supplying of materials for local school use; 2 States made no response in regard to the encouragement of cooperative arrangements between existing units.

National Pattern

SDE encouragement in the development of centers and facilities for production is characteristic of NEM/AV policies in the majority of States.

DISCUSSION OF THE TABLE

There appears to be a discrepancy between the number of responses which indicates encouragement of local production facilities and the number of States reporting regulatory provisions for this production activity. Two-thirds of the States reported that they encouraged local production facilities whereas only 12% of the States felt that they had adequate provisions for production facilities in building specifications. (See Table VIII.) Of States reporting published building standards, over 70 per cent indicated lack of adequate standards for local production facilities.

SDE BELIEFS REGARDING NEM/AV PROFESSIONAL ORGANIZATIONS

As surveyed, the State department of education indicated that in 22 of the 50 States (44%) there exists a strong NEM/AV professional organization; 3 States (6%) made no response in regard to whether or not a strong NEM/AV group existed within their State. In 40 States (80%) the SDE has encouraged the growth and development of a strong professional organization within the State; in 1 State no response was made regarding SDE support of the NEM/AV professional groups within the State. In 39 of the States (78%), the SDE was reported to be participating extensively in existing professional organizations within the States.

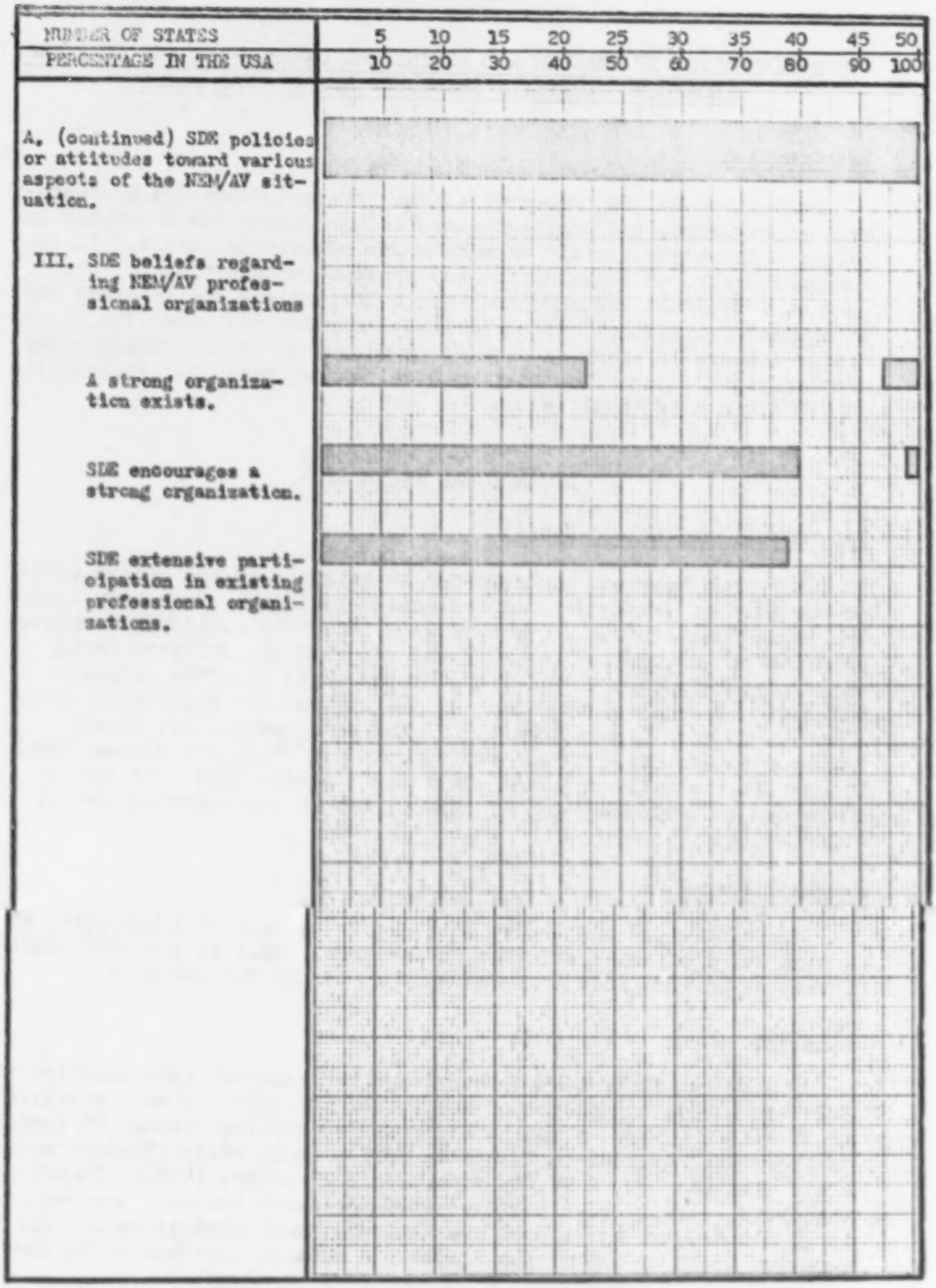
National Pattern

SDE participation in and encouragement of NEM/AV groups characterize the policy in the majority of the States.

DISCUSSION OF THE TABLE

In spite of SDE encouragement, less than one-half of the States were reported to have a strong professional group as evidenced through responses from the States.

TABLE XVIII (CONT.)
DEPARTMENT POLICIES AND ATTITUDES



A. (continued) SDE policies or attitudes toward various aspects of the NEM/AV situation.

III. SDE beliefs regarding NEM/AV professional organizations

A strong organization exists.

SDE encourages a strong organization.

SDE extensive participation in existing professional organizations.

TABLE XIX

SDE EVALUATION OF TEACHER AND ADMINISTRATOR INTEREST AND ATTITUDE REGARDING CURRENTLY PROMINENT EDUCATIONAL MEDIA

Introduction

Evaluation by SDE personnel of the interest expressed by teachers, supervisors, and administrators in the States was attempted in relation to some currently prominent new educational media. It is recognized that this evaluation may present certain bias on the part of individual respondents. How a State views the interest and attitudes of its local school personnel may provide direction in defining leadership areas in need of development. This procedure may also indicate areas of support by local school personnel in relation to NEM/AV on a national basis.

EDUCATIONAL TELEVISION

Interest (I and III of Table)

Very high interest was reported in thirteen of the States (26%) on the part of teachers in educational television. Very high interest among administrators was expressed in 27 States (54%), moderate interest on the part of teachers was reported in 30 States (60%) while administrators in 21 of the States (42%) reported moderate interest. Teachers in 43 (86%) of the States were reported to have moderate to very high interest. In the same categories, administrator-supervisor interest was reported in 48 of the States (96%). Teacher interest was reported slight in 3 States (6%), for administrators in 2 States (4%). Teacher interest was reported low in 4 States (8%).

National Pattern

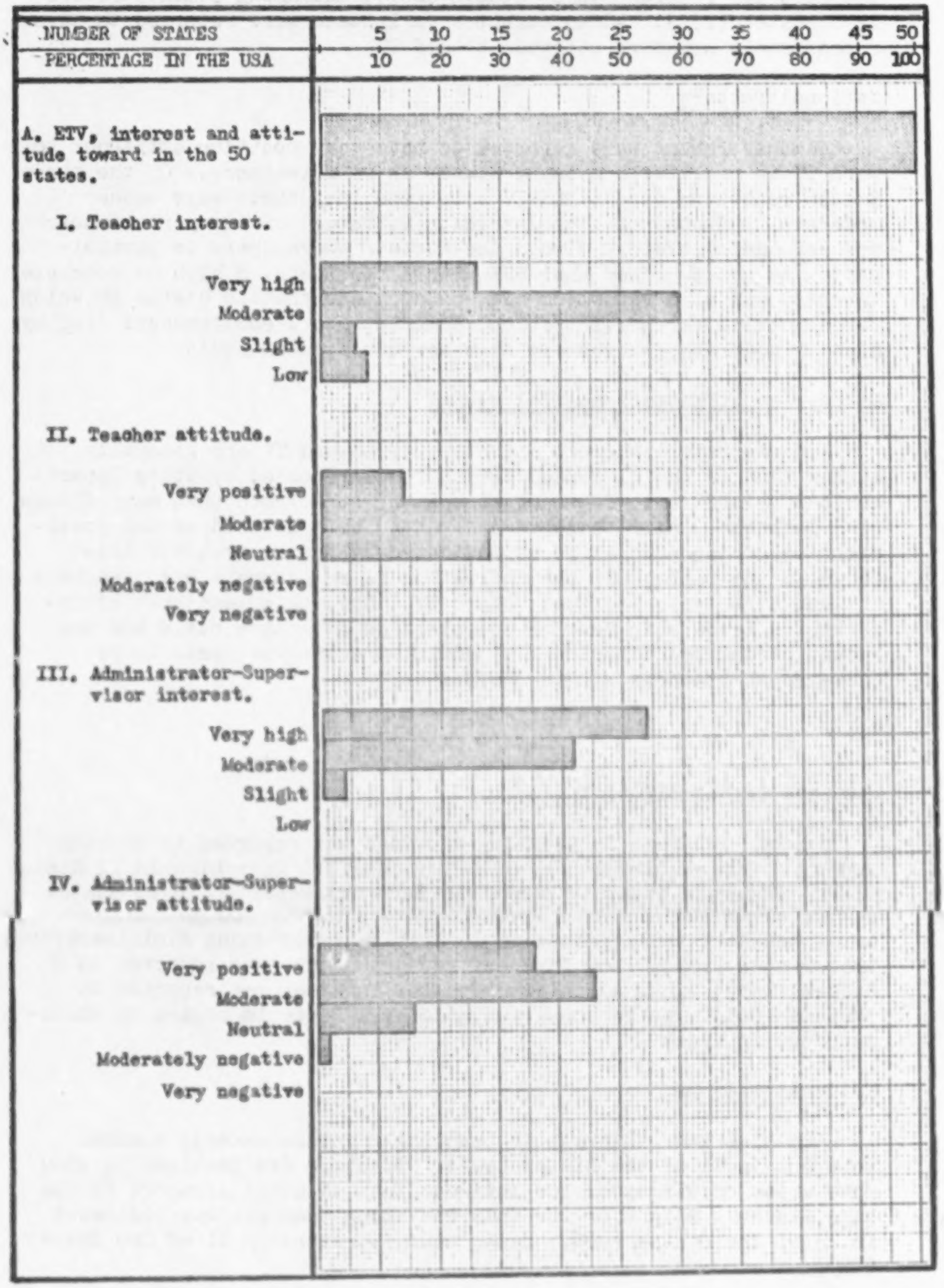
Administrators and supervisors appear to be more interested, at a high level of interest, than do teachers. This is true for administrators in more than twice as many States as for teachers.

Attitude

Teacher attitude toward television was reported very positive in 7 States (14%), administrator-supervisor attitude was very positive in 18 States (36%). A moderately positive attitude toward TV among teachers was reported in 29 States (58%); among administrators moderate attitude toward TV was reported in 23 States (46%). Combining the above categories, a positive attitude among teachers was reported in 36 States, or 72%; a positive attitude among administrators was reported in 41 or 82% of the States. A neutral attitude among the

TABLE XIX

SDE EVALUATION OF TEACHER AND ADMINISTRATOR INTEREST AND ATTITUDE REGARDING CURRENTLY PROMINENT EDUCATIONAL MEDIA



teachers was reported in 14 States (28%), and among administrators in 8 States (16%). Administrators in 1 State were reported to have a moderately negative attitude toward TV.

National Pattern

Administrators were reported to have very positive attitudes toward TV in over twice as many States as were teachers. Of the three States reporting direct SDE-TV relationships, these were either moderate (1 State) or high interest (2 States) on the part of teachers and administrators within the State. Where there is participation by groups other than SDE within the State, a high or moderate interest was also reported. It would appear that in States in which TV has called for participation, administrators and teachers display high or moderate interest in this new educational media.

Discussion of Educational Television

Administrator interest and attitude toward TV are generally higher than is the classroom teacher's as reported by State departments of education. It is of some interest to note that many States (14) feel that their teachers are yet to be convinced of the possibilities of educational TV as indicated by the neutral attitude shown on the table. If he indication is an accurate one, teachers are not negatively inclined toward TV. Does this mean that administrative leadership must be exercised on an active basis and the amount of interest displayed by administrators yet needs to be conveyed to teachers within the States?

TEACHING MACHINES

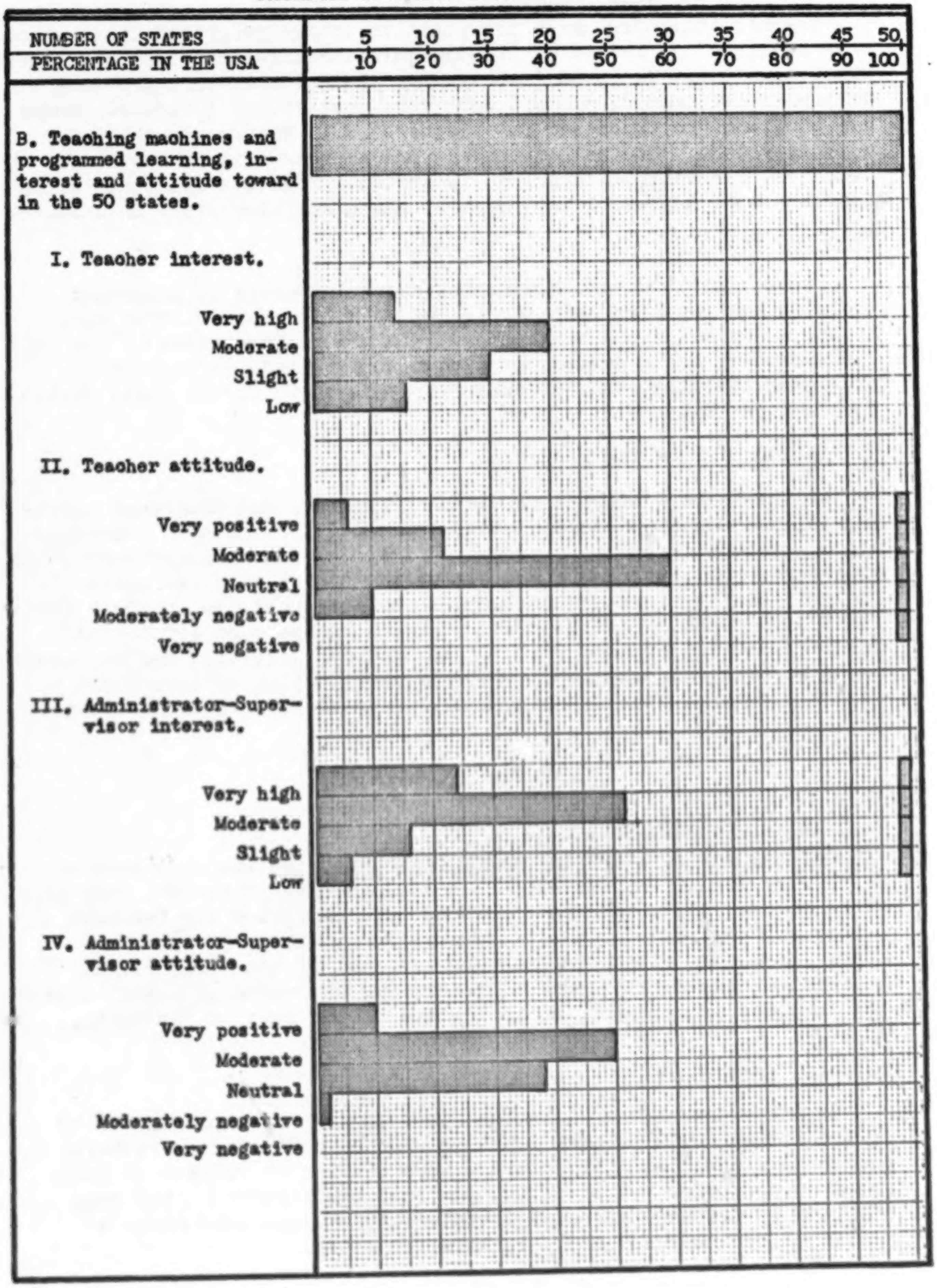
Interest (I and III of Table)

Teacher interest in teaching machines was reported to be very high in 7 States (14%); administrator interest very high in 12 States (24%). Moderate interest among teachers was reported in 20 States (40%); among administrators, in 26 States (52%). Slight interest among teachers was reported in 15 States (30%); among administrators, in 8 States (16%). Low interest among teachers was reported in 8 States (16%); among administrators low interest was reported in 3 States (6%). No response was made by 1 State in regard to administrator interest.

National Pattern

Administrator interest in teaching machines exceeds teacher interest in 11 of the States (22%). Teachers are inclined to show more areas of slight or low interest than do administrators in the same States. Slight or low interest among teachers was indicated in 23 of the States (46%); among administrators in 11 of the States (22%).

TABLE XIX (CONT.)
SDE EVALUATION OF TEACHER AND ADMINISTRATOR INTEREST AND ATTITUDE REGARDING CURRENTLY PROMINENT EDUCATIONAL MEDIA



Attitude (II and IV of Table)

Teacher attitudes which are positive toward programed instruction were evidenced in 14 States (28%); administrator-supervisor attitudes which were positive in 30 States (60%). In 3 States teachers were very positive, administrators were very positive in 5 States. Moderate attitude was expressed for teachers in 11 States and in 25 for administrators. Neutral attitudes were expressed in 30 States for teachers, for administrators in 19 States. Negative attitudes among teachers were expressed in 5 States, among administrators in 1 State.

National Pattern

Positive attitude among administrators in regard to programed learning and teaching machines is evidenced in over twice as many States as is evidenced by teachers. In 70% of the States it was felt that teachers had a neutral or a negative attitude in respect to programed learning, whereas administrators in 20 States (40%) were inclined in the same direction.

Discussion of Teaching Machines

Administrator interest in teaching machines and programed learning in the 50 States exceeded that indicated for teachers. Of some significance in respect to programed learning is the general attitude expressed by both teachers and administrators in this new media. Though administrators are inclined to be more positive in their feeling toward teaching machines there is a large portion (20 States) which is neutral or negative. If the pattern indicated may be taken as an accurate assessment of attitude, application of this media to the curriculum awaits developmental leadership from sources outside the local school.

LANGUAGE LABORATORIES

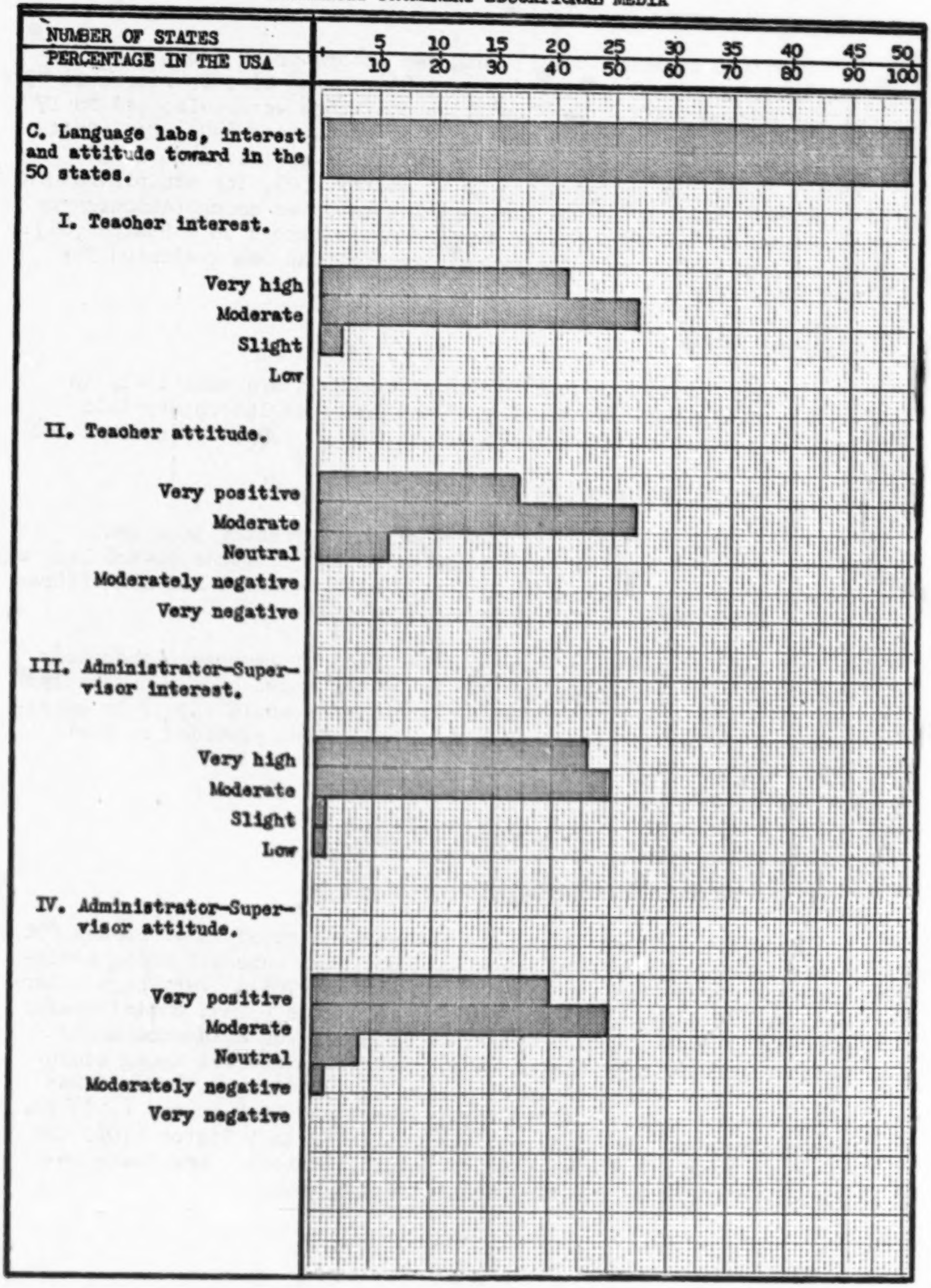
Interest (I and III of Table)

Teacher interest in the language laboratories was indicated as being very high in 21 States (42%); administrator interest, very high in 23 States (46%). Moderate interest was expressed for teachers in 27 States (54%) and for administrators in 25 States (50%). In 2 States there was slight interest on the part of teachers; slight interest on the part of administrators was expressed in 1 State, with low interest being expressed in 1 State on the part of the administrators.

National Pattern

Positive interest in language laboratories was expressed in 48 of the States (96%) by both teachers and administrators. Patterns of teacher and administrator interest were similar in respect to language laboratories. Nationally, the language laboratory has been accepted by teachers and administrators on a widespread basis as indicated by interest levels in this new media.

TABLE XIX (CONT.)
SDE EVALUATION OF TEACHER AND ADMINISTRATOR INTEREST AND ATTITUDE REGARDING CURRENTLY PROMINENT EDUCATIONAL MEDIA



Attitude (II and IV of Table)

Positive attitude toward language laboratories among teachers was indicated in 44 of the States (88%); among administrators in 45 of the States (90%). Very positive attitudes were evidenced in 17 States (34%) for teachers and in 20 of the States (40%) for administrators. A moderately positive attitude was indicated in 27 States (54%) for teachers and in 25 States (50%) for administrators. A neutral attitude toward language laboratories among teachers was evidenced in 6 States (12%); among administrators in 4 States (8%). In 1 State (2%) a moderately negative attitude was indicated for administrators.

National Pattern

As seen nationally, in 44 States teachers are positively inclined toward the introduction of the language laboratory into teaching; administrators in 45 of the States (90%) are so inclined.

Discussion of Language Laboratories

When seen in respect to other of the currently prominent educational media, both teacher interest and attitude toward language laboratories are positively inclined, with teachers and administrators evidencing about the same kinds of interest.

Because of purchase through NDEA funds of language laboratory equipment it is probably one of the better known of the currently prominent new educational media. Acceptance would appear to be related to use as evidenced from the evaluations provided by State departments of education.

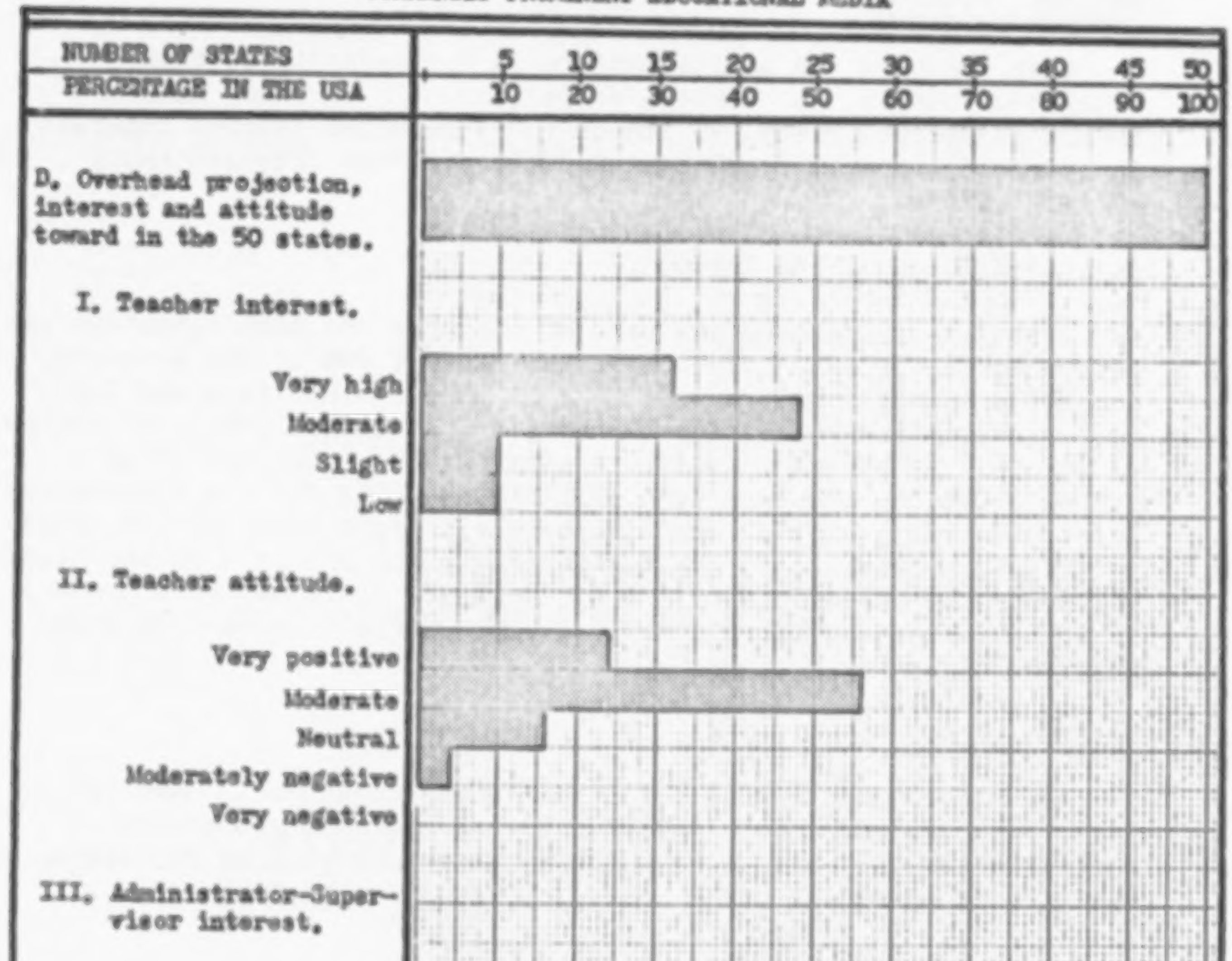
OVERHEAD PROJECTION

Interest (I and III of Table)

Moderate and very high interest was indicated in 40 States (80%) among teacher groups; moderate and very high interest among administrator groups was indicated in 39 States (78%). Very high interest was indicated among teachers in 16 States (32%); administrator groups, 13 States (26%). Moderate interest was evidenced among teacher groups in 24 States (48%); moderate interest among administrators was indicated in 26 States (52%). Slight interest was indicated by 5 States (10%) for teachers and by 8 States (16%) for administrators. Low interest was indicated in 5 States (10%) for teachers and in 2 States (4%) for administrators. One State reported no response for the administrative group.

TABLE XIX (CONT.)

SDE EVALUATION OF TEACHER AND ADMINISTRATOR INTEREST AND ATTITUDE REGARDING CURRENTLY PROMINENT EDUCATIONAL MEDIA



National Pattern

Both teachers and administrators in the majority of States evidenced interest in overhead projection. In the very high and moderate interest group, 40 States (80%) reported teacher interest in overhead projection; 39 States (78%) reported interest among administrators.

Attitude (II and IV of Table)

Positive attitude on the part of teachers and administrators was evidenced in approximately 80% of the States; 80% of the teachers, and 84% of the administrators. A very positive attitude was indicated in 12 States (24%) for teachers and 17 States (34%) for administrators. A moderately positive attitude was indicated in 28 States (56%) for teachers and in 25 States (50%) for the administrators. Neutral attitude regarding overhead projection was indicated in 8 of the States (16%) for the teacher group and in 6 of the States (12%) for the administrator group. Negative attitudes were present in both teacher and administrator groups, where 2 States (4% each) reported negative feelings.

National Pattern

The attitude of both teachers and administrators in over 80% of the States was positively inclined toward overhead projection. Neutral attitude toward overhead projection was similar for teachers and administrators as was a moderately negative feeling.

Discussion of Overhead Projection

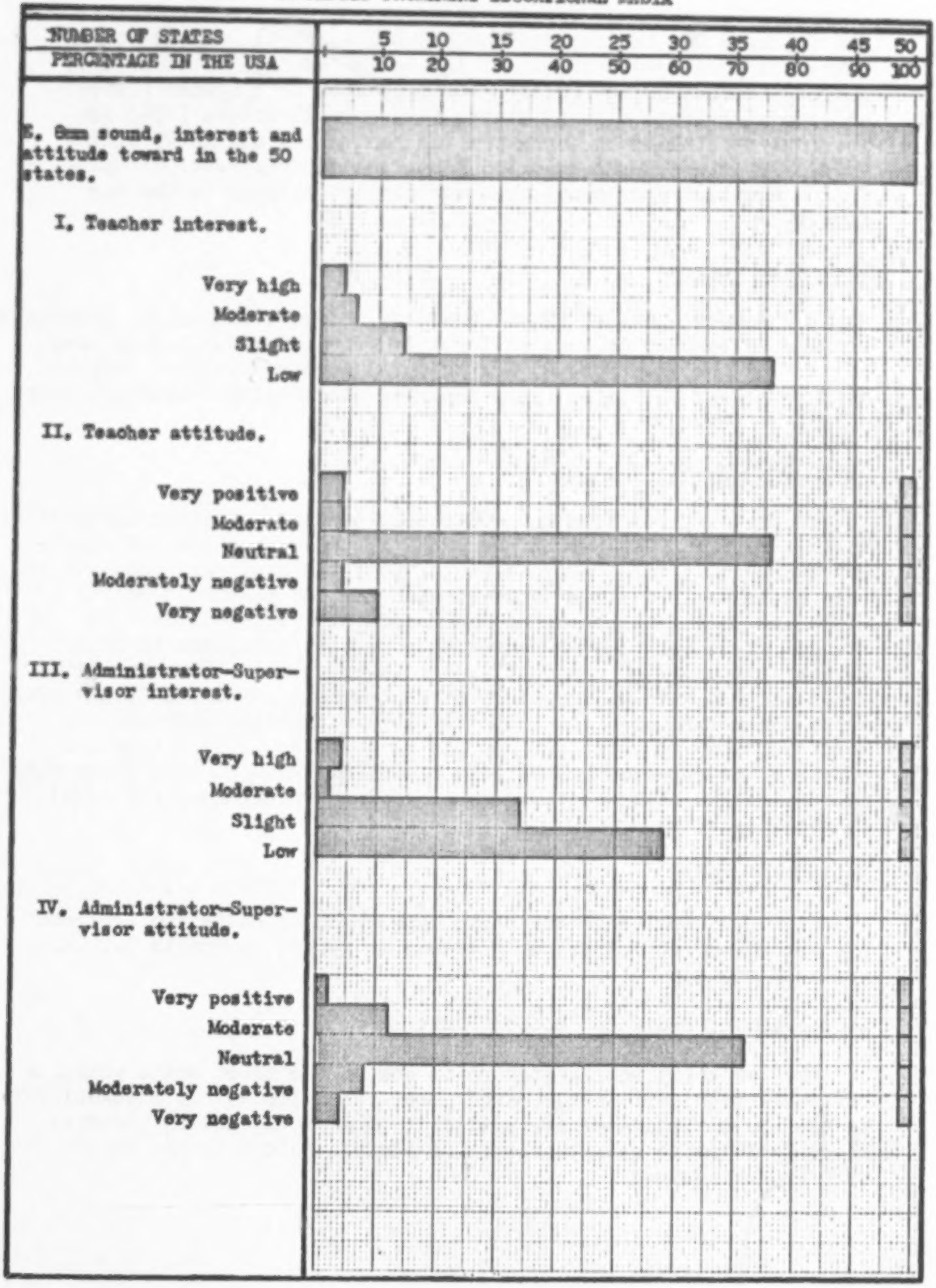
Characteristically, the interest in overhead projection could be described as moderate with very high interest occurring in approximately one-third of the States. Those States wherein there was slight or little interest were States with less financial resources available. The moderately negative feeling among administrators which was evidenced toward overhead projection was reported to be a result of the cost of equipment; among teachers it was lack of availability of equipment and material which caused the negative feeling. The disposition toward a positive attitude which was found indicates that overhead projection is generally supported in feeling by the States.

EIGHT-MILLIMETER SOUND MOTION PICTURES

Interest (I and III of Table)

Teacher interest in 8mm projection can be characterized as being low in 76% of the States; administrator interest is also

TABLE XIX (CONT.)
SDE EVALUATION OF TEACHER AND ADMINISTRATOR INTEREST AND ATTITUDE REGARDING CURRENTLY PROMINENT EDUCATIONAL MEDIA



characterized as being low in 58% of the States. Positive interest for teachers was indicated in only 5 States (10%). Among administrators positive interest was indicated in only 3 States (6%). Slight interest among teachers was indicated in 7 States (14%); among administrators in 17 States (34%). In 38 States (76%) low interest was indicated among the teachers group and in 29 States (58%) low interest was reported among the administrator group. In the administrator group, 1 State did not respond to the 8mm inquiry.

National Pattern

The general pattern showed that low interest in 8mm was prevalent within the teacher as well as the administrator group. Combining slight and low interest, 45 States (90%) reported teacher interest at this level; 46 States (92%) reported administrator interest to be slight or low.

Attitude (II and IV of Table)

In the very positive and moderately positive attitude categories, ratings by State department personnel of their teachers and administrators indicated that in 4 States (8%) teachers were moderate and very positive in their attitude toward 8mm and that in 8 States (16%) the administrator group was moderately very positive. A neutral attitude was a characteristic pattern prevalent in both teacher and administrator attitude categories. In 38 States (76%) a neutral attitude was reported among teachers and in 36 States (72%) among administrators. In 7 States (14%) a negative attitude was reported among teachers for 8mm and in 6 States (12%) a negative attitude was reported on the part of administrators. One State made no response in both the teacher and administrator group (2% each) to the inquiry regarding 8mm.

National Pattern

On a national basis the State department of education estimate of teacher and administrator attitude in regard to 8mm is neutral, or "wait and see."

Discussion of 8mm Sound Motion Pictures

The 8mm sound motion picture is one of the newer media which is currently prominent in the educational media field. If interest can be used as an indicator of familiarity, 8mm sound motion pictures are unfamiliar to both teachers and administrators in the vast majority of cases.

DISCUSSION OF THE TABLE DEALING WITH THE CURRENTLY PROMINENT EDUCATIONAL MEDIA

In general, the administrator-supervisor group appeared more favorably disposed both in interest and attitude toward all of the new educational media than did the teacher group. There was a close parallel, however, in interest and attitude toward each of the media when observed from the teacher and administrator viewpoint. Internally, these patterns appear to be relatively consistent. Specific attitudes and interest for each of the media categories differed considerably. In the very high and very positive categories language laboratories gathered more interest and appeared to have a more positive attitude expressed toward them than any other of the currently prominent new media. Educational television and overhead projection assumed second and third positions in the very high categories with administrators evidencing considerably more interest in TV. Moderate and slight interest patterns characterized the teaching machine and programed learning area, with 8mm being rated the lowest both in interest and attitude throughout the 50 States.

TABLE XX

CHANGES RELATED TO NEM/AV

All of the States were asked to indicate the growth of NEM/AV within their State over the past fifteen years. Indication of growth was drawn from the experience of the individuals interviewed and their interpretation of specific growth characteristics. In Table XX no reference was made to statistical analyses of records in the SDE; it was rather an interpretation of the general level of activities within the States.

MATERIALS DISTRIBUTION CENTERS

In 58% of the States it was felt that growth of distribution centers was increasing slowly, while in 32% of the States it was felt that this increase had been rapid. Thus, we see a pattern of 90% of the States in which there has been positive growth of distribution centers throughout the United States (45 of the 50 States). Four States felt that there had been no change in the growth of materials distribution centers; 1 State felt that these centers were on the decrease.

National Pattern

Based upon SDE evaluation, since World War II materials distribution centers appear to be experiencing a growth on a national basis in 90% of the States.

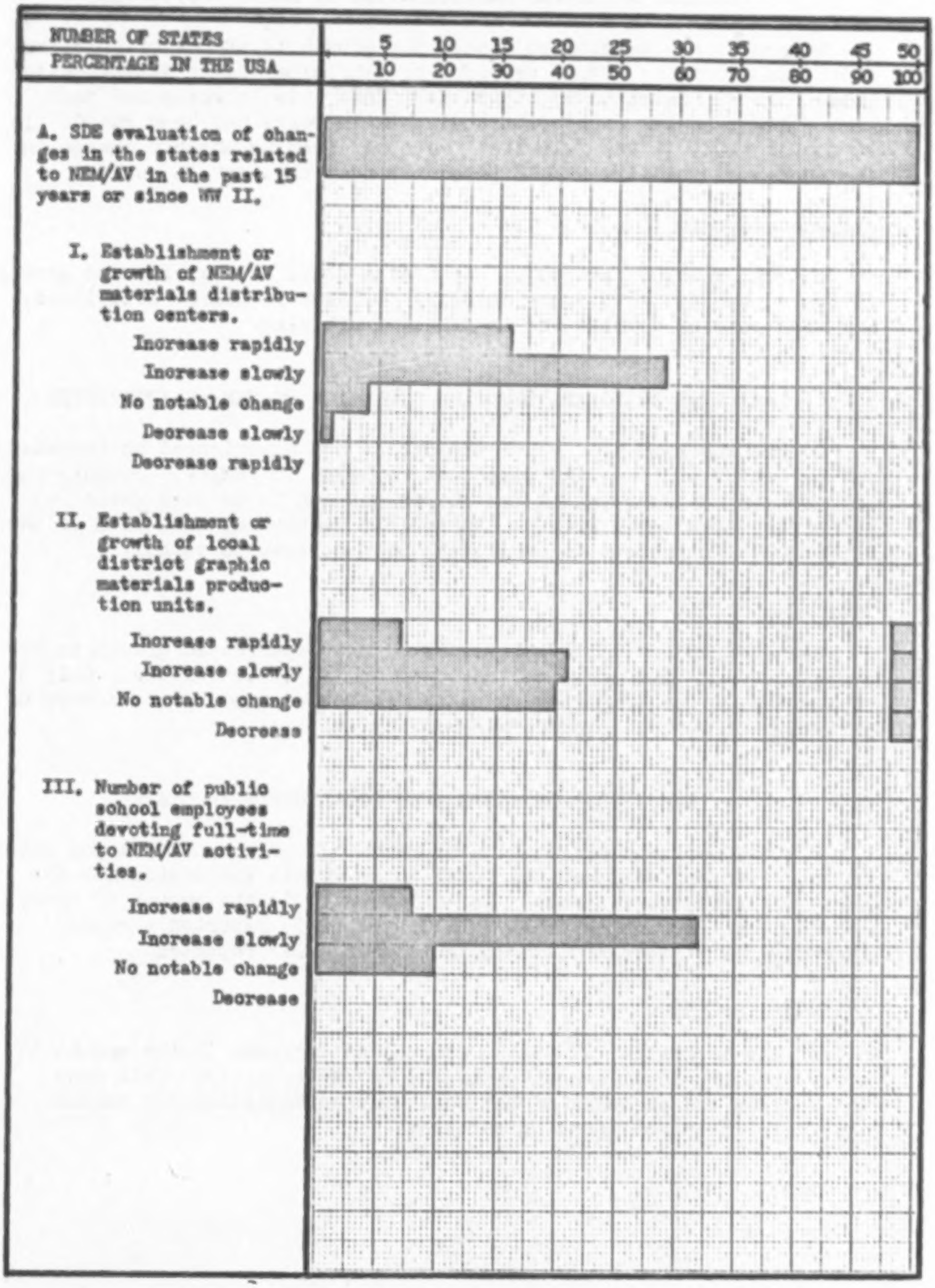
LOCAL GRAPHIC MATERIALS PRODUCTION UNITS

Respondents attempted to describe growth of local district graphic materials production units. Twenty-eight States felt that there had been a growth over the last 15-year period. Twenty-one States (42%) felt that this growth had been slow in coming. Seven States (14%) felt that this growth showed rapid increase. Twenty States (40%) felt that there was no notable change in the growth of local graphic production centers. Two States (4%) made no response in regard to the growth of local production centers.

National Pattern

There has been an increase since World War II in production of new educational media on the local level as evidenced by the growth of graphic production units; however, growth has proceeded slowly. Forty per cent of the States have experienced no change in the level of activity.

TABLE XX
CHANGES RELATED TO NEM/AV



FULLTIME EMPLOYEES PARTICIPATING IN NEM/AV ACTIVITIES

Respondents attempted to assess the growth in number of fulltime employees providing NEM/AV services or participating in NEM/AV activities. In 32 States (64%) it was felt that this increase had been slow. Eight States (16%) felt that this increase had been rapid. In 10 States (20%) it was felt that there had been no notable change in the number of fulltime NEM/AV personnel over the last 15 years.

National Pattern

It was reported that 40 of the States (80%) had experienced growth in the number of individuals devoting fulltime to NEM/AV activities, and this rate of development is slowly increasing.

PART-TIME PERSONNEL DEVOTING SOME TIME TO NEM/AV ACTIVITIES

It was reported that 47 of the States had experienced an increase in the number of part-time personnel employed in NEM/AV. Seventy per cent of the States reported the growth pattern to be slow while 24% had experienced rapid growth. No notable change was seen in 3 of the States (6%) in respect to employment of part-time personnel.

National Pattern

Since World War II, 47 States (94%) had experienced growth in the number of part-time personnel employed in NEM/AV activities. Only 3 of the States (6%) reported no change to be observed in the number of part-time personnel engaged in NEM/AV activities.

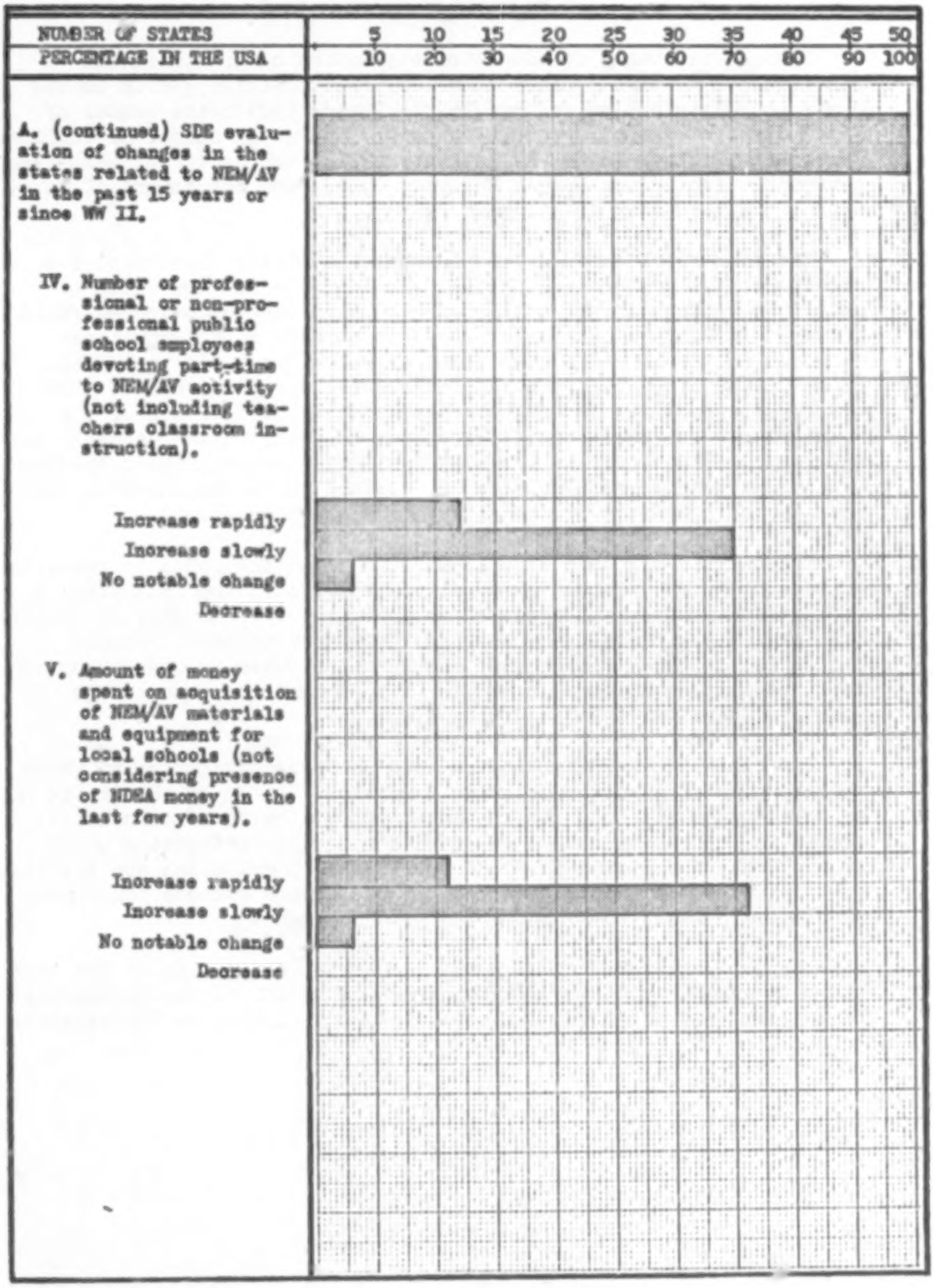
AMOUNT OF MONEY SPENT BY LOCAL UNITS IN STATES

State department personnel evaluation of the amount of money spent on materials and equipment by local units within the States has experienced positive increase. In 36 States (72%) the amount of money expended was increasing slowly; 11 States (22%) reported a rapid increase; in 3 States (6%) no notable change was reported.

National Pattern

Of the 50 States, 47 (94%) reported an increase in the amount of money spent by local school units for NEM/AV activity. This does not include the presence of National Defense Education Act monies and their effect on spending patterns.

TABLE XX (CONT.)
CHANGES RELATED TO NEM/AV



A. (continued) SDE evaluation of changes in the states related to NEM/AV in the past 15 years or since WW II.

IV. Number of professional or non-professional public school employees devoting part-time to NEM/AV activity (not including teachers classroom instruction).

Increase rapidly
Increase slowly
No notable change
Decrease

V. Amount of money spent on acquisition of NEM/AV materials and equipment for local schools (not considering presence of NDEA money in the last few years).

Increase rapidly
Increase slowly
No notable change
Decrease

DISCUSSION OF THE TABLE

State departments of education evaluation of growth in the States shows that nationally there has been positive growth in the number of distribution centers in the States (90%); the number of local district graphic production units (56%); the number of fulltime personnel involved in NEM/AV activity (70%); the number of part-time personnel involved in NEM/AV activity (94%); and the amount of money spent, not including NDEA funds, (94%).

The pattern of rapid growth in NEM/AV activity shows positive direction; the most rapid increase was indicated in the field of materials centers in which 32% of the States have experienced rapid growth. In about a quarter of the States (24%) rapid growth has occurred in the number of part-time personnel employed in NEM/AV. Eight States (16%) reported rapid increases in the number of full-time people involved in NEM/AV; these States provided six of the responses in the increase in the growth of distribution centers, two responses in the increase in local production units, five responses in the increase of part-time employees, and three responses in the increase of monies spent for materials and equipment.

An analysis of those 11 States (22%) reporting rapid increase in amounts of money expended by local units produced the following: 4 of the same States (8%) reported an increase of the number of centers; 2 States (4%) provided increases in the number of local graphic production units; 3 States (6%) showed an increase in the number of fulltime people employed; 5 States (10%) showed increase in the number of part-time people employed.

The reader's attention is directed to those categories in which there has been no notable change in growth. In 40% of the States no notable change has occurred in the growth at the local or district levels in the establishment of graphic materials production units. In the number of States in which public school employees are devoting fulltime to NEM/AV activities, no notable change exceeds the number of States in which there has been rapid increase.

The national patterns of growth in NEM/AV activitity in the last 15 years generally show positive direction in all of the categories though the rate of growth has been slow as evaluated by SDE personnel.

SUMMARY OF NATIONAL PATTERNS OF SDE ACTIVITY RELATED TO NEM/AV

It was the purpose of this chapter to report information pertaining to NEM/AV activities which was gained in the mail questionnaire and personal interviews. Data was grouped and over-all patterns of State departments of education activity in the new educational media/audiovisual area were pointed out.

In order that this information can be seen in broad perspective these patterns are summarized here. National patterns presented have been drawn from the corresponding individual tables of this chapter, by number. Additional data, as well as discussion of the tables, which appears earlier, will be of assistance to the reader in interpreting the fuller meaning of these patterns.

NATIONAL PATTERNS

I. Personnel Involved in NEM/AV Within the SDE

Professional SDE Staff Inside. Most States utilize the general professional staff in order to carry out NEM/AV functions. It is more characteristic that these people do not carry designated titles, which relate to NEM/AV. By combining NEM/AV designated titles and ETV designated titles, a total of 144 persons was involved over the nation. Of the 978 persons reported to be involved in NEM/AV, designated personnel constituted approximately 14-1/2% of the inside SDE professional staff providing NEM/AV services in the States; approximately 85% carry no NEM/AV designation.

Outside Professional. Twenty-six per cent of the States, (13 States) utilize persons outside of their regular staff to assist in carrying out their NEM/AV activities.

Technical and Clerical Patterns. Seventy-two per cent of the States (36 States) reported some technical or clerical help in excess of 10% of a position, so that nearly three-quarters of the States have someone at the technical and clerical level to assist in carrying out the State departments NEM/AV activity.

AV/TV Designated Positions. By translating portions of a position into full positions, a total of 60.95 (FTE) positions was reported throughout the United States in State departments of education as being designated NEM/AV. Additionally, 25.4 positions were shown to be allocated for TV. Combining the designated positions a fulltime equivalent of 96.35 designated professional positions was reported throughout the United States.

Personnel Requirements. Among those States which have designated NEM/AV personnel, the Master's Degree was the most common minimum educational requirement. Teaching was the most often specified experience requirement; however, school supervision (11 States) and school administration (13 States) were required of designated personnel. The Master's Degree was apparently the minimum degree which was acceptable for the educational television position, with teaching being the most common experience requirement. Of those States utilizing non-designated personnel over 10% of their time, the most common degree requirement was the Master's Degree. Teaching experience was the minimum acceptable by most, with school supervision and administration highly desirable.

II. Sources of Request for NEM/AV Advice and Types of Advice

Mail and phone requests were of primary importance for advice and counsel; State department staff visits to schools were of secondary importance; contacts at meetings were third in importance; school staff visits to the State department were ranked fourth; other sources were ranked fifth.

Throughout the United States it is more characteristic that State departments provide advice in curriculum development which involves NEM/AV through the general staff rather than through the NEM/AV staff. This is so because more States have assigned the NEM/AV responsibility to the general staff. Over three-quarters of the States assist local schools in curriculum revision and ordinarily conduct NEM/AV conferences and workshops. Seventy-two per cent reported that they assist local schools in the preparation of guides, study units and resource units. Over half reported the preparation of bibliographic materials related to NEM/AV.

III. Conferences and Workshop Activity of State Departments of Education

Leadership services in the form of conferences and workshops appear to be one of the most universally used approaches by the SDE in dealing with activities related to new educational media. The NEM/AV conference activity was estimated to constitute 12% of the total SDE workshop activity program.

IV. SDE Ownership of Equipment and Materials

If numbers of pieces of equipment and materials may be used as a criteria or pattern, motion picture projectors, tape recorders and teaching machines, phonographs and overhead projectors would seem to be the most available pieces of equipment; while 16mm films, 2x2 slides, 3-1/4x4 slides, tape recordings and filmstrips would seem to be the most readily available materials. If, on the other hand, equipment and materials available in the largest number of States

3

(national spread) is the criteria, 16mm-motion picture projectors, tape recorders, overhead projectors, phonographs and opaque projectors would be the five most important pieces of equipment; among materials, 16mm films, tape recordings, 2x2 slides, filmstrips and overhead transparencies are the five most important.

V. Accreditation Standards Regarding NEM/AV

Although 88% of the States on a national basis have published accreditation standards developed by the SDE, in only 32 States (64%) do these contain items related to NEM/AV.

VI. Certification of School Personnel

A total of 13 States (26%) reported NEM/AV certification requirements for school personnel as follows: 6 States reported NEM/AV requirements for teachers; 10 States reported NEM/AV requirements of some type for administrative and supervisory certification (This included 5 of those States previously mentioned which required NEM/AV training for the basic teaching certificate.); 5 States reported NEM/AV requirements for librarians. A total of 37 States (74%) reported no NEM/AV certification requirements for any classification of school personnel.

VII. Groups Other Than SDE Providing Leadership in Areas Related to NEM/AV

The most consistent supporter of NEM/AV in all fields on a national basis would appear to be the NEM/AV State association. Institutions of higher education consistently provide leadership in all areas of NEM/AV development.

VIII. Building and Facilities Standards Related to NEM/AV

Twenty-seven States (54%) reported that published standards existed concerning school building or facilities pertaining to classroom use of NEM/AV; 23 States (46%) reported no published standards. On a national basis application of standards is more often recommended than mandatory. It is more common for a State department school plant planning section to consult with SDE personnel responsible for NEM/AV than it is to maintain such a person on their planning section staff. In 5 of 8 categories dealing with specific NEM/AV building regulations, State department personnel in slightly over half of the States feel them to be adequate more often than needed. Nearly half of the States, having no published standards, expressed no opinions.

IX. Specifications for NEM/AV Equipment

Over half of the States (56%) have developed standards in regard to NEM/AV equipment; this will increase to 62% by July 1963. These have been developed primarily in relationship to NDEA (50%). In 42% of the States these standards are mandatory for both secondary and elementary schools.

X. Specifically-Earmarked Funds for NEM/AV

Over half of the States distributed specifically-earmarked funds for use in NEM/AV during 1961 (54%). In 38% of the States, nationally, these funds were exclusively related to NDEA; funds were a new and special type of financial support in 42% of the States. In contrast to 54% of the States which distributed earmarked funds, 86% of the States distributed non-earmarked State aid funds which, subject to local board authority, could be used for NEM/AV purposes.

XI. SDE Publications Related to NEM/AV

Those State departments which issued general publications also most often issued publications related to NEM/AV.

XII. Statistics and Research Activity Related to NEM/AV

In fifty per cent of the States some kind of research unit is available and has been used by the SDE for NEM/AV and statistical research purposes.

XIII. NEM/AV Materials Production Activity of State Departments of Education

A total of 50% of the States produced in 1960-61, or before, NEM/AV materials for public school use. One of these had, during 1960-61, a change of policy so that it does not now produce materials. Forty-two per cent of the States have never produced NEM/AV materials for public school use.

XIV. Distribution of Materials Through State Departments of Education

Forty-three States (86%) carry on a materials distribution service at some level within the State department of education. The most common distribution service appears to be distribution to other sections of the SDE. Approximately 22% of the States indicated that they have maintained materials for general distribution to the public schools as a general policy.

XV. Governmental Activity in ETV

The development of ETV within the States is a responsibility shared by the SDE, other State agencies, and groups within the States.

XVI. Activity of SDE Related to Teaching Machines and Programed Learning

Conferences and workshops are characteristic of the activity in 21 of the 26 States (52%) reporting services related to programed instruction.

XVII. SDE Budget in NEM/AV

By combining the identifiable and estimated figures an approximation was made for 33 States (66%). In these States the total amount available for SDE NEM/AV activities was $3,164,314. These ranged from $2,000 to $1,000,000. The average budget for the 33 States was $95,888.30.

XVIII. State Departments of Education Policies and Attitudes Toward NEM/AV

Distribution Centers. State departments in 50% of the States believe a State distribution center of a specialized nature should be handled through the State department of education. Sixty per cent of the States believe that some State central distribution should be carried out in specialized areas. In 88% of the States, the SDE feels that local and regional centers which distribute a wide variety of materials are to be encouraged.

Production Centers. SDE encouragement in the development of centers and facilities for production is characteristic of NEM/AV policies in the majority of States.

Professional Organizations. SDE participation in and encouragement of NEM/AV groups characterize the policy in the majority of States. In spite of SDE encouragement, less than one-half of the States were reported to have a strong professional group as evidenced through responses from the States.

XIX. SDE Evaluation of Teacher and Administrator Interest and Attitude Regarding Currently Prominent Educational Media

Educational Television. Administrators and supervisors appear to be more interested at a high level of interest, than do teachers. This is true for administrators in more than twice as many States as for teachers. Administrators were reported to have very positive attitudes toward TV in over twice as many States as were teachers. Of the three States reporting direct SDE-TV relationships, these were either moderate (1 State) or high interest (2 States), on the part of teachers and administrators within the State. Where there is participation by groups other than SDE within the State, a high or moderate interest was also reported. It would appear that in States in which TV has called for participation, administrators and teachers display high or moderate interest in this new educational media.

Teaching Machines. Administrator interest in teaching machines exceeds teacher interest in 11 of the States (22%). Teachers are inclined to show more areas of slight or low interest than do administrators in the same States. Slight or low interest among teachers was indicated in 23 of the States (46%). Among administrators in 11 of the States (22%). Positive attitude among administrators in regard to programed learning and teaching machines is evidenced in over twice as many States as is evidenced by teachers. In 70% of the States it was felt that teachers had a neutral or a negative attitude in respect to programed learning, whereas administrators in 20 States (40%) were inclined in the same direction.

Language Laboratories. Positive interest in language laboratories was expressed in 48 of the States (96%) by both teachers and administrators. Patterns of teacher and administrator interest were similar in respect to language laboratories. Nationally, the language laboratory has been accepted by teachers and administrators on a widespread basis as indicated by interest levels in this new media. As seen nationally, in 44 States teachers are positively inclined toward the introduction of the language laboratory into teaching; administrators in 45 of the States (90%) are so inclined.

Overhead Projection. Both teachers and administrators in the majority of States evidenced interest in overhead projection. In the very high and moderate interest group, 40 States (80%) reported teacher interest in overhead projection; 39 States (78%) reported interest among administrators. The attitude of both teachers and administrators in over 80% of the States was positively inclined toward overhead projection. Neutral attitude toward overhead projection was similar for teachers and administrators as was a moderately negative feeling.

Eight-Millimeter Motion Pictures. The general pattern showed that low interest in 8mm films was prevalent within the teacher as well as the administrator group. Combining slight and low interest, 45 States (90%) reported teacher interest at this level, 46 States (92%) reported administrator interest to be slight or low. On a national basis the State department estimate of teacher and administrator attitude in regard to 8mm is neutral, or "wait and see."

XX. Changes Related to NEM/AV

Materials Distribution Centers. Based on SDE evaluation since World War II, materials distribution centers appear to be experiencing a growth on a national basis in 90% of the States.

Local Materials Production Units. There has been an increase since World War II in production of new educational media on the local level as evidenced by the growth of graphic production units; however, growth has proceeded slowly. Forty per cent of the States have experienced no change in the level of activity.

Fulltime Employees. It was reported that 40 of the States (80%) had experienced growth in the number of individuals devoting fulltime to NEM/AV activities, and this rate of development is slowly increasing.

Part-time Personnel. Since World War II, 47 States (94%) had experienced growth in the number of part-time personnel employed in NEM/AV activities. Only 3 of the States (6%) reported no change to be observed in the number of part-time personnel engaged in NEM/AV activities.

Amounts Spent by Local Units. Of the 50 States, 47 (94%) reported an increase in the amount of monies spent by local units for NEM/AV activity. This does not include the presence of National Defense Education Act monies and their effect on spending patterns.

CHAPTER III

NEW EDUCATIONAL MEDIA/AUDIOVISUAL ACTIVITIES IN EACH OF THE FIFTY STATES

INTRODUCTION

"Chief State school officers and State departments of education are in strategic position to provide leadership and services which would make for improvement of educational opportunities for all American youth." (The Structure of State Departments of Education, Beach, Fred F. and Andrew H. Gibbs. Washington, D. C.: Office of Education. 1949. p. vi). As leaders in this important governmental unit, department of education staffs have almost limitless opportunities to influence education not only in their State but throughout the country. If they are to achieve optimum results in any phase of their educational program, the organizational structure, the services provided and the functions performed by staffs should implement and facilitate achievement of educational goals.

It is the purpose of this study to survey and describe the new educational media/audiovisual education phase of SDE programs in the fifty States and to report the specific practices and activities of State departments of education so that those concerned with developing and improving State services may have information that will be useful in giving direction to the future growth and development of NEM/AV programs at the State level. These in turn will influence, no doubt, the fashioning of services at other levels.

It is not unexpected that the NEM/AV activities of State departments of education present a wide variation in national patterns (See Chapter II.). The Tables in Chapter II provide general patterns for interpretation against which individual States may project and appraise their own services. The underlying purpose of this portion of the study is to present through basic factual data, State by State, a picture of the NEM/AV activities as they are carried on within the structure and organization of public education at the State level. The information about each State was obtained from a written questionnaire and a personal interview with appropriate SDE staff members. (See Chapter I "Procedures Used in this Study".) Data for the year 1960-61 are arranged and reported for each State under four major headings as follows:

NEM/AV Organization: Personnel and Finance

This section indicates the units or staff members responsible for NEM/AV activities of the department, the manner in which these responsibilities are carried out within the State, the amount of personnel time spent on these activities, the qualifications of personnel assigned to these positions, and the identifiable budget for NEM/AV activities of the department.

Regulatory Functions

This section indicates the State requirements and recommendations relating to NEM/AV services in the schools as established in accreditation and certification procedures, school plant regulations, NEM/AV materials and equipment regulations, and State financial aid to schools.

Leadership Services

This section indicates the scope and nature of department NEM/AV services provided through consultations, meetings of all types, and publications. In addition, information is given on department research related to NEM/AV topics, department resources in NEM/AV materials and equipment, and a discussion of television activities within the State.

General Policies and Comments

This section includes opinions of SDE personnel who were interviewed on growth and development of NEM/AV organizations and services within the State. No effort was made to support these opinions with statistics, as this was beyond the scope of the present investigation.

Each State report is an independent unit within this chapter, written to the standard format described above. However, each State report faithfully attempts to describe within this format, and of necessity with brevity, the diverse practices in that particular State. At the same time, an effort has also been made to preserve the uniqueness of each State's NEM/AV activity.

STATISTICAL INFORMATION ABOUT EACH STATE

Every State report is preceded by a page of selected statistics about (1) the size of the State, its population distribution, the extent of urbanization, per capita income, and (2) about the number of pupils and teachers, the sources of school revenue, per pupil expenditures and the size of SDE staffs. Where appropriate, the State rank is given based on a range of one to 50, with "1" representing the highest rank. The exception to this is item 12 on Pupil-Teacher Ratio where the rank of "1" signifies the lowest. Sources for the statistical data are listed in the Appendices.

This brief statistical summary may be useful in helping the reader understand the circumstances and factors directly or indirectly affecting the educational programs and services of State departments of education. It may be useful in making an appropriate interpretation of the State's NEM/AV activities. Any NEM/AV activity for a given State should be interpreted in the context of circumstances specific to that State, and in relation to the diversity of national patterns in NEM/AV activities. The project staff does not make these interpretations; this is the task of the reader and of those persons who wish to review this study in an effort to assess their own programs and to find a basis for planning with others for the further development of future NEM/AV policies, procedures, and services at the State level.

HOW TO READ THE STATE REPORTS

In collecting data for the State reports, the SAVES Project staff recognized the limitations and dangers inherent in an undertaking of this scope. The task of collecting similar information, of obtaining accurate data, of reporting it in a standard format, of choosing relevant facts and separating them from personal impressions and interesting sidelights, was complex and subject to the limitation of each interviewer's experience, judgment, and interviewing time, as well as other factors mentioned elsewhere in this study. However, every possible effort has been made to present the State report information objectively and without evaluation. The information should not be interpreted as commendation and condemnation for any activity or practice of any State department of education. Values of any NEM/AV activity must be determined by the State involved. Should a State wish, it may compare its program not only with those of other States but also against the national patterns described in Chapter II under similar headings.

The reader should recognize that:

1. Some of the information requested for the study was not available because it was not recorded in State documents or was not in a useable form.

2. Within a State department, information for a particular item sometimes varied with the source from which it was obtained. This study has attempted to report that information in a uniform manner.

3. Terminology is not standardized throughout State departments of education, or in the specialized NEM/AV field, but an effort has been made in these reports to use common terms primarily to facilitate communication. For instance, four States are called Commonwealths, but for the sake of consistency these have been referred to as States. The word "department" has been used throughout to designate the chief State educational administrative unit, although on occasion it may be used interchangeably with "Office of the State Superintendent of Public Instruction," or "Education Agency"-- and so forth. See Chapter I for abbreviations used in this report.

4. Where the department has an internal administrative unit with directly assigned responsibilities for NEM/AV activities, the specific name of that unit has been used to differentiate the unit from the department as a whole.

5. Unless otherwise indicated, financial information reported represents the exclusive efforts of the State government. For the most part, financial information relative to NDEA has been excluded wherever identifiable. The exclusion has been made on the basis that more complete information related to NDEA was and is available in other documents. The project recognizes (and several State school officers indicated this) that NDEA has had tremendous impact upon the NEM/AV activities of State departments of education. Obviously, even in these reports, such factors as personnel with specific titles related to the act could not be excluded.

These State reports represent the first time that information on State NEM/AV services has been collected on so broad a basis and in such depth and detail. When viewed in relation to national patterns, they should provide chief State school officers and others with specifics of value in developing policies and programs for the future. The status of NEM/AV at the State level in the year 1960-61 should also provide a base line for future investigations.

ALABAMA
STATE REPORT

STATE OF ALABAMA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	51,609	29
2.	Total Population	3,266,740	19
3.	Population Change 1950-60	+6.7	39
4.	Percentage of Urbanization 1960	54.8	34
5.	Cities over 25,000 (14)	1,113,532	
6.	Per Capita Personal Income	$1,409	47

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	457,411	19
8.	Secondary Pupils	329,567	12
9.	All Teachers	26,297	21
10.	Teachers with Standard Credentials	24,225	
11.	Average Teacher Salary	$3,850	45
12.	Pupil-Teacher Ratio	29.9	1
13.	Pupil Population Change 1950-60	+18.0	47
14.	Per-Pupil Expenditure 1960-61	$217.00	50

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	8.1	7
16.	State Government	69.1	6
17.	Local Government	22.8	46
18.	SDE Professional Staff Members	48	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	82,631	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$74,514	

ALABAMA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility for educational television is the major concern of the Coordinator of Educational Television. The School Libraries Consultant gives NEM/AV advice and assistance in the course of her duties. Other NEM/AV activities are the general responsibility of the department staff. Twenty department staff members, on occasion, give assistance on new educational media matters.

Methods of Handling NEM/AV Activities

Although assigned to the Division of Secondary Education, the Coordinator of Educational Television is responsible for service to both elementary and secondary schools in ETV reception areas. Other consultants serve the State as a whole--about 2,200 schools.

Time Spent on NEM/AV Activities

The ETV Coordinator devotes ninety per cent of his time to educational television. A major portion of this is spent in contacting teachers, administrators, supervisors, and the public on television matters. A secretary spends ninety per cent of her time on ETV assignments. The School Libraries Consultant spends less than ten per cent of her time on NEM/AV related activities. No estimate of time spent by other department staff members was obtained.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities. The present Coordinator of Educational Television holds a doctoral degree and has had experience in teaching, in administration, and in historical research and writing. The School Libraries Consultant holds a master's degree in Library Service with a major in audiovisual materials and has had teaching and library experience.

NEM/AV Finance in the Department

Funds specifically for television activities are separately identifiable in the department budget. In 1961, the allotment for this item was $15,240.82. This amount was for salaries and services in the ETV program.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation standards, developed by the State, apply only to secondary schools. Some standards are mandatory while others are recommended.

NEM/AV Standards in Accreditation

Accreditation procedures contain the following requirements pertaining to NEM/AV activities in schools:

1. Teaching Materials. NEM/AV materials should be made available through the library for classroom use. Schools must have an adequate plan for selecting, acquiring, storing, and distributing NEM/AV materials. Units of work in library instruction at the secondary level must include the topic--audiovisual materials.

2. Equipment. At least one television receiver is recommended for all high schools in an ETV signal area. In a twelve-grade school at least two are recommended.

3. Facilities. The central library, if possible, should provide storage space and a room for audiovisual screening and listening.

4. Expenditures. Minimum expenditures for the purchase of library books and audiovisual materials are specified on a scale related to school enrollment. This expenditure does not include audiovisual equipment.

5. Credit. Credit for telecourses is allowed under certain conditions. (See the section on Television.)

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings. A special bulletin on building and renovating the school library including listening and viewing facilities, and NEM/AV materials and equipment storage is distributed by the department to school personnel and school plant architects. A special department memorandum from the State Superintendent of Education urging the includion of built-in television reception facilities in new school building plans was sent to all school superintendents. Members of the State Building Commission work with the State School Architect in developing specifications for such facilities. Members of these staffs consult with the Coordinator on ETV facilities and with the School Libraries Consultant on other listening and viewing facilities.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchases, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain reference to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain reference to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

Consultations on telecourse content, ETV utilization, equipment installation, evaluation of telecasts, and future ETV network developments are aspects of the coordinator's responsibilities.

Workshops, Conferences, and Meetings

Ten educational television conferences were held for over 700 supervisors, superintendents, principals, and teachers in the ETV signal area. Additionally, the coordinator has participated in faculty meetings, in-service workshops, and conferences of service organizations and lay groups. Two regional school library meetings, related in part to new educational media, were held for 80 professional and lay persons.

Department Equipment and Materials

Inventory of Equipment and Materials

Department-owned equipment and materials are used by staff members and school personnel for in-service meetings. Equipment items include one each of the following: filmstrip, slide, and opaque projectors; tape recorder, record player, radio, and television set. Materials include 55 films, 14 filmstrips, 15 tape recordings, and three record albums.

Distribution of Materials

Except for films mentioned above and eight tape recordings, the department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

The department does not produce materials for classroom use in the public schools. The department's role in television is discussed in the section on television.

Publications

NEM/AV Publications

Publications include a film listing, bulletins on Alabama ETV developments, course descriptions, and information on equipment and facilities. Although not published by the department, ETV teacher's guides are distributed by the department to schools.

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

During 1961, the department did not conduct or request any research studies related to audiovisual activities. The department did collect statistics on TV school equipment, facilities, and uses of telecourses. State institutions of higher education give leadership in television research and their services are available to the department for studies related to new education media. The State department may conduct research or employ other agencies to do so.

Television

Policy Including Legal Base

By policy, the department sponsors and encourages the use of high school and elementary television courses and enrichment lessons broadcast over the Alabama Educational Television network. The legal base for ETV is outside the department and vested in the Alabama Educational Television Commission. The State department of education exercises general supervision of the programs to see that courses and enrichment lessons conform to the State course of study and coincide with State-adopted textbooks.

Department Television Activity

The department performs various functions in relation to the services of the commission and the operation of the ETV network. Some of these functions follow:

1. The ETV Coordinator meets with the ETV Advisory Committee to serve as secretary and to make reports and recommendations. The Director of the Division of Secondary Education acts as the chairman of this Advisory Committee. This committee, which is made up of one representative each from the five agencies cooperating to put on the "In-School ETV Program," advises with the State Superintendent of Education on policies involved in the operation of the In-School ETV Program.

2. The department approves telecourses for high school credit and enrichment.

3. The ETV Coordinator plans and works with schools on television matters related to equipment, facilities, and program use.

4. The department works with institutions of higher education in program planning, production, evaluation, and other related ETV matters.

5. The department distributes program schedules, teachers' guides, ETV course description booklets, technical and utilization brochures, and other information concerning educational television to the schools in the ETV signal area.

6. The coordinator disseminates information to professional and lay groups about in-school ETV programs and their part in the State's public school program.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of local or regional NEM/AV centers. State-operated materials distribution centers are not encouraged, although production and distribution centers in State institutions are favored. Cooperative arrangements by local schools for the production of local curriculum materials are encouraged.

General NEM/AV Progress

Although the use of ETV shows rapid growth in the last five years, it is the general opinion that NEM/AV distribution centers in school systems and in individual schools show little growth, except in areas supported by NDEA funds. The number of school employees giving part- or fulltime to NEM/AV materials and equipment evidences very little growth, except in areas covered by the NDEA.

ALASKA
STATE REPORT

STATE OF ALASKA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	586,400	1
2.	Total Population	226,167	50
3.	Population Change 1950-60	+75.8	3
4.	Percentage of Urbanization 1960	37.9	48
5.	Cities over 25,000 (1)	43,753	
6.	Per Capita Personal Income	$2,550	8

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	38,030	50
8.	Secondary Pupils	8,899	50
9.	All Teachers	2,037	50
10.	Teachers with Standard Credentials	1,977	
11.	Average Teacher Salary	$6,600	2
12.	Pupil-Teacher Ratio	23.0	39
13.	Pupil Population Change 1950-60	+165.0	2
14.	Per-Pupil Expenditure 1960-61	$585.00	1

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	17.1	1
16.	State Government	47.5	19
17.	Local Government	35.4	41
18.	SDE Professional Staff Members	23	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Alaska

Dr. Robert P. Isaac
Acting Commissioner of Education
State Department of Education
Juneau, Alaska

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Department Equipment and Materials

Inventory of Equipment and Materials

The Department has several pieces of NEM/AV equipment for the use of the Department personnel in their work with local school districts. Included are a 16 mm motion projector, combination slide-film strip projector, portable overhead projector, and a tape recorder as well as a machine for cutting disc records for use in schools without tape facilities.

ALASKA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department does not maintain a special unit for handling of NEM/AV matters. The department staff generally is responsible for service relative to NEM/AV.

Methods of Handling NEM/AV Activities

All services provided are on a statewide basis. For administration and supervision purposes, the State has been divided into four regions each served by a general supervisor. The 30 combined districts of the State are served by additional departmental personnel with the following titles: fulltime positions--Subject Matter Supervisor (1); part-time positions--Subject Matter Supervisors (3), High School Supervisor (1), non-staff Consultant (1).

Time Spent on NEM/AV Activities

One education supervisor spends one-quarter time in activity related to NEM/AV. The Director of Title III, NDEA, spends approximately fifteen per cent of his time in activity related to NEM/AV matters; he also supervises the areas of science, mathematics, and the modern foreign languages. It was not possible to estimate the average number of services provided in relation to NEM/AV.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

An amount of $2,500 was estimated in salaries and other expenses for the 1961 NEM/AV activity in the department.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The Commissioner is required to inspect and to accredit the public schools of the State. Alaska is a member of the Northwest Association of Secondary and Higher Schools and uses standards of the Association for accrediting purposes.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

The department does not have published standards concerning school buildings or facilities which pertain to classroom uses of new educational media.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

The department does distribute State funds on a per capita basis for specified purposes including $.50 per child in grades 1-8 and $1.00 per child in grades 9-12 for audiovisual. The State Board of Education regulations provide, however, that equipment and replacement or repair of equipment shall not be eligible for payment from State funds. NDEA reimbursement funds are administered through the department for approved projects in the State. Any public school district in the State may submit an application.

LEADERSHIP SERVICES

Consultation

Requests for advice and assistance come most frequently from department staff visitations to local districts; mail and phone inquiries to the department are second in importance; informal contacts at meetings rank next in frequency; school personnel visits to the department is another way in which requests are received.

Workshops, Conferences, and Meetings

The department did not sponsor or co-sponsor workshops or conferences during 1961. Reasons indicated insufficient funds and personnel to carry on such a program. No other agency within the State carried out NEM/AV conference or workshop activity. The department estimated the total number of workshops and conferences sponsored during 1961 by all units of the department to be seven.

Department Equipment and Materials

Inventory of Equipment and Materials

The department does not own equipment or materials for use of the department staff in the course of their regular duties.

Distribution of Materials

The department organizes and operates an Instructional Materials Center which distributes to all schools in Alaska. Listed in the 1961 catalog were 354 film titles for use in Title III programs. An unreported number of filmstrips is also distributed. Underway is a pilot study to determine the feasibility of using NEM/AV material in correspondence programs. Under this study 12 projectors and a group of filmstrips are being rotated among students. Each student retains materials and equipment for a one-month period. The department anticipates the addition of materials to its distribution program. These are overhead transparencies and language tapes.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

During the 1961 period, the department issued two publications pertaining to NEM/AV matters.

Department Publication Budget

No estimate of the total amount spent by the department for publications of all types was available. It was estimated that the total publication activity was 23 publications, including 15 one-time publications and eight serial publications.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of distribution centers at the regional and local levels as well as at the State level. The department also encourages production at the local level fostering coordinated activities among these units when the activity exists.

General NEM/AV Progress

Over the past 15 years there has been a rapid growth of NEM/AV distribution centers in the State. A slower rate of increase has been observed in both the number of part-time personnel working in NEM/AV activity and the amount of money spent on acquisition of NAM/AV materials and equipment. No notable change has occurred in the establishment of local graphic production units or in the number of fulltime personnel engaged in NEM/AV activity.

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ARIZONA
STATE REPORT

STATE OF ARIZONA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	113,909	6
2.	Total Population	1,302,161	35
3.	Population Change 1950-60	+73.7	4
4.	Percentage of Urbanization 1960	74.5	11
5.	Cities over 25,000 (3)	677,129	
6.	Per Capita Personal Income	$1,959	28

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	265,000	31
8.	Secondary Pupils	79,000	37
9.	All Teachers	12,042	35
10.	Teachers with Standard Credentials	11,970	
11.	Average Teacher Salary	$5,700	10
12.	Pupil-Teacher Ratio	28.6	7
13.	Pupil Population Change 1950-60	+127.6	4
14.	Per-Pupil Expenditure 1960-61	$390.00	22

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	6.5	11
16.	State Government	40.9	25
17.	Local Government	52.6	28
18.	SDE Professional Staff Members	24	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$26,877	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$19,431	

ARIZONA -- STATE DEPARTMENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Service in this area is a general responsibility of the department's two professional staff members concerned with instruction.

Methods of Handling NEM/AV Activities

All NEM/AV services are rendered on a statewide basis. There are approximately 450 elementary and 111 secondary school districts in the State.

Time Spent on NEM/AV Activities

No estimate was available as to the amount of time spent on NEM/AV affairs.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditations

Both elementary and secondary schools are accredited. State-developed standards are mandatory. Standards developed by the North Central Accrediting Association are recommended in the department.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

No estimate of services rendered was obtained. (See above: "Methods of Handling NEM/AV Activities.")

Workshops, Conferences, and Meetings

Three meetings concerned with NEM/AV were co-sponsored by the department with the Arizona Association for Audio-Visual Information.

Department Equipment and Materials

Inventory of Equipment and Materials

The department does not own equipment or materials for use of the department staff in the course of their regular duties.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which related in whole or in part to NEM/AV topics.

Department Publication Budget

The department printing budget for all publications for 1960-61 fiscal year was $6,262.20.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities. No information regarding the availability of other research facilities was collected.

Television

Policy Including Legal Base

The Arizona legal code applying to the activities of the department does not mention ETV. The policy of the department has been to encourage the Arizona State University at Tempe and the University of Arizona at Tucson to provide ETV programs for their communities. This they have done through the use of VHF channels. The topography and population center characteristics of the State do not favor the development of statewide ETV facilities.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

Professional Organizations

The department has cooperated and supported Arizona's two professional organizations concerned with NEM/AV, notably the Arizona Association for Audio-Visual Information and the Maricopa Audio-Visual Education Association. These organizations are exerting great influence to promote NEM/AV in Arizona.

ARKANSAS
STATE REPORT

STATE OF ARKANSAS

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	53,104	27
2.	Total Population	1,786,272	31
3.	Population Change 1950-60	-6.5	49
4.	Percentage of Urbanization 1960	42.8	42
5.	Cities over 25,000 (6)	309,734	
6.	Per Capita Personal Income	$1,322	49

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	240,512	34
8.	Secondary Pupils	189,797	26
9.	All Teachers	15,453	33
10.	Teachers with Standard Credentials	13,505	
11.	Average Teacher Salary	$3,550	49
12.	Pupil-Teacher Ratio	27.8	10
13.	Pupil Population Change 1950-60	-8.6	50
14.	Per-Pupil Expenditure 1960-61	$242.48	44

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	7.5	9
16.	State Government	50.8	17
17.	Local Government	41.7	35
18.	SDE Professional Staff Members	55	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$45,271	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$10,908	

ARKANSAS -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility is placed in two of the nine divisions of the department: Instructional Materials and Instructional Services. In the Division of Instructional Materials, one staff member, the Supervisor of Audio-Visual Service, is responsible for a NEM/AV service unit. In the Division of Instructional Services, 13 supervisors give advice related to NEM/AV matters in the course of their regular duties. Fourteen other department staff members on occasion give NEM/AV advice as it relates to their specialized areas.

Methods of Handling NEM/AV Activities

The Supervisor of the Audio-Visual Service spends fulltime directing the State film library, working with the Film Selection and Guidance Committee, providing consultation services to 419 school districts in the State and to department personnel and lay groups. All other department personnel render services related to NEM/AV activities as the need arises in the course of their regular duties.

Time Spent on NEM/AV Activities

One fulltime professional staff member devotes one hundred per cent time to NEM/AV activities. Twenty-seven other professional staff members devote some time to NEM/AV matters in the course of their duties; no estimate of this time was obtained. In addition, 11 clerical and technical employees work fulltime in connection with the State film library.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities. The present Supervisor of Audio-Visual Service holds a master's degree and has experience and training in audiovisual education.

NEM/AV Finance in the Department

The allotment for NEM/AV activities of the department which could be identified in the 1960-61 fiscal year budget totaled

$75,000. Of this, $10,000 was for operational costs and $65,000 was for materials. An additional $41,000 from another fund covered professional and clerical salaries.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

A State Accreditation Committee assigns a rating (Class A, B, or C) for all schools based upon the recommendation of a departmental supervisor (who has visited the specific school) and the school's official annual report. The report of the school is based upon the policies, regulations, and criteria established by the State Board of Education.

NEM/AV Standards in Accreditation

The school's annual report form for elementary schools, reviewed by the Accreditation Committee, calls for a listing of NEM/AV materials and equipment including the number of films used from the department's Audio-Visual Service.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings. Minimum storage and work spaces for library and audiovisual materials are recommended for elementary and high schools.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

NEM/AV courses are recommended but not required for the regular teaching certificates. The master's certificate for elementary and secondary teachers requires three semester-hours selected from four or five courses, one of which is Audio-Visual Methods and Materials.

Administrators and Supervisors

Certification requirements do not contain reference to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV training or experience.

School Librarians

Three semester-hours of training in "Instructional Materials" are required.

NEM/AV School Finance

State Aid Funds

Funds distributed to school units are not specifically allocated for NEM/AV materials and equipment; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

The NEM/AV supervisor:

1. Assists in planning and conducting local, regional, or statewide workshops;

2. Consults with department personnel, State organizations, and agencies on the utilization of NEM/AV materials; and

3. Serves as a consultant to the Arkansas Educational Television Commission.

Supervisors in the Division of Instructional Services in effecting school improvements:

1. Recommend NEM/AV materials, unavailable at the local level, from the department's Audio-Visual Service;

2. Emphasize more effective use of NEM/AV materials and community resources;

3. Prepare bibliographies, guides, and curriculum materials which incorporate appropriate NEM/AV materials; and,

4. Assist schools in the expansion of facilities for increased and better use of NEM/AV materials.

Sixty per cent of the requests for NEM/AV service are by mail or telephone. Requests from staff members, informal contracts, and visits by school personnel to the department comprise the other sources of inquiries.

Workshops, Conferences, and Meetings

During 1961, the department conducted or sponsored 18 meetings which related to NEM/AV activities; these meetings were for a variety of professional and lay groups. Included in the 18 meetings were three countywide conferences for teachers and administrators on the utilization of instructional materials, with an attendance of over 500 educators.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns a total of 23 units of NEM/AV equipment of 11 types for the use of department personnel in their work with local school districts. Included in the inventory of equipment are eight motion picture projectors, one each of overhead, large and small slide projectors, two opaque projectors, one tape recorder, two record players, one radio, and six units of miscellaneous equipment. Available to department personnel is the State film library of 9,500 motion picture prints of 1,717 titles plus a small collection of slides and filmstrips. Staff members frequently make their own slides, transparencies, and tape recordings.

Distribution of Materials

Available are 9,500 prints of educational motion pictures for free loan distribution to all schools in the State. During the school year 1960-61, 53,443 motion picture bookings were recorded. The State does not contemplate the distribution of other materials, but experimental filmstrip libraries have been established in fifteen counties. Language laboratory materials are distributed by the supervisor of foreign language.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

The department publishes a film catalog and supplements related to the State film library. The Handbook for Elementary Teachers, 1960, contains a section on audiovisual materials and their uses. A Handbook for the Student Assistant in the School Library, 1959, outlines ways to classify audiovisual materials and check-out procedures.

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

Except for booking records of the State film library, the department has made no research studies related to NEM/AV activities.

Television

Policy Including Legal Base

The Arkansas Educational Television Commission, an agency independent of the department, is legally charged with responsibility for the activities of the State government in television. It is specifically charged with the duty of controlling and supervising the use of television channels reserved for non-commercial educational use.

Department Television Activity

The Supervisor of Audio-Visual Service serves as a consultant to the Arkansas Educational Television Commission and serves as a member of committees established by the Commission.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department favors and operates a central State film library. The department also encourages the development of regional NEM/AV materials and equipment service centers. The department believes local districts should handle the production of inexpensive materials.

Professional Organizations

A professional NEM/AV association exists in the State. The department cooperates with the association insofar as possible and would like to see the association strengthened.

General NEM/AV Progress

It is the general opinion that rapid increases are noted in distribution centers for materials and equipment, and the amount of money spent for materials and equipment. Slowly increasing are the number of part-time and fulltime personnel.

CALIFORNIA
STATE REPORT

STATE OF CALIFORNIA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	158,693	3
2.	Total Population	15,717,204	2
3.	Population Change 1950-60	+48.5	5
4.	Percentage of Urbanization 1960	86.4	2
5.	Cities over 25,000 (86)	8,946,865	
6.	Per Capita Personal Income	$2,661	5

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	2,410,000	1
8.	Secondary Pupils	1,150,000	2
9.	All Teachers	124,250	1
10.	Teachers with Standard Credentials	112,750	
11.	Average Teacher Salary	$6,700	1
12.	Pupil-Teacher Ratio	28.7	6
13.	Pupil Population Change 1950-60	+95.1	5
14.	Per-Pupil Expenditure 1960-61	$494.42	4

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	3.3	33
14.	State Government	40.4	26
17.	Local Government	56.3	25
18.	SDE Professional Staff Members	128	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$294,213	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$174,940	

CALIFORNIA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The Bureau of Audio-Visual and School Library Education operates as a separate administrative unit in the Supplementary Education Services Section of the Division of Instruction. This bureau bears prime responsibility for department activities in all NEM/AV matters.

Methods of Handling NEM/AV Activities

The bureau, with five professional staff members, serves the entire State with some specialization of function for each of the staff members. Eight other department staff members also assist in some phases of the NEM/AV program. Sixteen part-time consultants (NEM/AV professional specialists from institutions of higher education and city and county school districts) are used on occasion. The bureau staff also includes a graphic artist, a photographer, and three secretarial-clerical positions.

Time Spent on NEM/AV Activities

The bureau staff members (five professional, two technical, and three secretarial) spend fulltime on NEM/AV activities. No estimates were available of the time spent by the eight other department staff members. The 16 part-time consultants were used for approximately 90 meetings of one-to-three days each during 1961.

Qualifications for NEM/AV Personnel

All NEM/AV personnel (professional, clerical, and technical) are selected through State civil service procedures. Competitive written and oral examinations are held for all positions. Examinations covering professional personnel are directly related to NEM/AV matters and duties of their positions. A minimum of a master's degree and some school administrative experience is required for each of the bureau consultant positions. In practice, the bureau chief is required to hold the doctorate degree.

NEM/AV Finance in the Department

The budget for the bureau during fiscal year 1961 included $73,104 for salaries, $18,053 for travel, $7,500 for publications, and

$9,940 for NEM/AV materials and other expenses; the total budget for 1961 ($108,597) is a separate identifiable part of the department budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Elementary schools are not accredited, although all State schools must meet certain standards to be eligible for State financial support. Secondary schools make a self-appraisal based on standards developed by the department and the California Association of Secondary School Administrators. On the basis of this self-appraisal and the recommendation of a visiting team of evaluators, accreditation is given to those schools which apply and meet the standards of the procedure.

NEM/AV Standards in Accreditation

The only specific NEM/AV requirements related to accreditation would be through certification requirements. (See "Certification Related to NEM/AV" below.)

School Plant Standards

The department has no general school plant standards which relate directly to NEM/AV facilities. Under certain conditions, school districts become eligible for special State aid for school construction. These schools must include specified NEM/AV facilities as determined by the rules and regulations of the Department of Finance Allocation Board. Recommended standards for room darkening, ventilation, electrical facilities and similar NEM/AV matters have been developed by the bureau and the Audio-Visual Education Association of California.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Elementary and secondary teachers are required to have a two-unit semester course in audiovisual education for renewal of teaching certificates.

Administrators and Supervisors

No NEM/AV requirements are included beyond those for the basic teaching certificate, which is required for all administrators and supervisors.

NEM/AV Personnel

No special certificate exists for personnel whose primary duties are in NEM/AV activities. Such positions, by law, at the county level require a supervisory or administrative certificate.

School Librarians

No NEM/AV requirements are currently included in the school librarians certificate. The School Library Association of California is recommending to the State Board of Education the inclusion of NEM/AV training requirements in the revision of requirements for this certificate.

Note: The entire certification system was being revised at the time of the study.

NEM/AV School Finance

State Aid Funds

The State superintendent may, by law, provide up to 50% of the costs for county and audiovisual services. All 58 counties provide such services for local school use. No other State school funds are specifically marked for NEM/AV activities, although local districts may allocate such money for NEM/AV expenditures. During the school year 1960-61, the department allocated $1,983,000 for direct support of county audiovisual service centers.

LEADERSHIP SERVICES

Consultation

Participating largely on a request basis, the five professional staff members of the bureau provide consultant services to the 58 counties. The bureau also provides such service to any of the approximately 200 other NEM/AV service centers located in school systems and publicly-supported educational institutions of the State. In addition, on request, bureau staff members assist NEM/AV service centers in private institutions of higher learning. They also assist other departmental staff members on problems related to NEM/AV applications in special fields.

Workshops, Conferences, and Meetings

The bureau staff-sponsored, co-sponsored, or participated in 184 meetings ranging from one to three days in length during the 1960-61 school year, which had an estimated attendance of 14,140.

Department Equipment and Materials

Inventory of Equipment and Materials

The bureau maintains a total of approximately 227 units of 14 types of NEM/AV equipment including the following: Thirty-five 16 mm-motion picture projectors, four filmstrip projectors, thirty combination filmstrip-slide projectors, sixteen 2x2-slide projectors, one 2-1/4x2-1/4-slide projector, eleven overhead projectors, six opaque projectors, forty-six tape recorders, ten phonographs, four closed-circuit TV units, forty-four teaching machines, twenty sound-slide projectors, and other miscellaneous equipment items. The bureau maintains a well-equipped photographic laboratory and a graphic artist center not included in this inventory. Over 1,800 units of materials of six major types include 735 motion pictures, 250 filmstrips, 2,500 2x2 slides and other items. This equipment and the materials are extensively used by members of the department staff in the performance of their regular duties.

Distribution of Materials

First priority on the use of equipment and materials is given to members of the State Department of Education staff, although other State agencies may use them. No public school use of such materials or equipment is made except that closed-circuit television equipment is sometimes used for demonstration or experimental purposes. Public school units are served by the county audiovisual centers (described above) or by local district centers.

Production of Materials

The bureau maintains a graphics production unit to serve the needs of the department. The production unit has given assistance of various kinds in the non-commercial production of a few filmstrips for use by California schools.

Publications

NEM/AV Publications

As needs arise, the bureau encourages professional organizations to publish pamphlets covering aspects of NEM/AV. The Audio-Visual Education Association of California, for example, has published a number of brochures dealing with NEM/AV. Aside from other publications, the bureau sends 9,000 copies of its "Let's Listen" (published two to four times a year) to State educational personnel. For 1961-62 fiscal year, the publishing budget of the bureau was $7,500.

Department Publication Budget

The budget for all publications by the department was unavailable.

Research

No specific research studies related to NEM/AV activities were conducted by the bureau during 1961. The bureau has, on occasion, used the services of the department's research section for specific data collection and analysis. The bureau has encouraged and supported graduate student research in audiovisual education in institutions of higher education throughout the State. The bureau has cooperated with the State audiovisual professional organization in its regular program of research and publication.

Television

Policy Including Legal Base

The Governor's Advisory Committee on Educational Television was created by law in 1962. The department is represented on this committee. By law, as Federal funds become available, educational agencies applying for Federal aid and channels for educational television must have the approval of the State Department of Education and/or the State Department of Finance. The purpose of the Governor's Advisory Committee on Educational Television is to recommend policy development which will guide implementation of State activities in educational television.

Department Television Activity

In September 1952, the State Superintendent of Public Instruction called a conference of personnel from various educational, governmental, commercial, professional, and labor groups to consider the significance of the FCC allocation of eight educational television channels for California. This group recommended that the State superintendent request the governor to call a conference regarding the appropriate development of the allocated channels. In December 1952, the Governor's Conference on Educational Television was held with more than 2,000 participants. This conference recommended the appointment of a Governor's Citizens Advisory Committee on Educational Television. The governor appointed such a committee and it recommended the introduction of legislation authorizing the use of State education funds for educational television purposes. Such bills were introduced but failed to pass the legislature. In 1955, the department successfully supported requests to the State Department of Finance approving appropriations for experimental television developments in State colleges. In 1957, the California School Board Association and the department jointly sponsored a bill authorizing the use of State education funds for educational television purposes. This bill was passed by the legislature and signed by the governor. In 1961, the department sponsored a permissive bill authorizing county school superintendents and school districts to own and operate educational television stations. This bill passed the legislature and was signed by the governor.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The bureau has maintained a consistent policy of decentralization of audiovisual service centers. All counties in the State operate, alone or in conjunction with other counties, an audiovisual service center. Large city districts frequently provide their own service centers.

Professional Organizations

The bureau has maintained close and excellent working relationships with the State audiovisual association. The department sponsors the annual organization conference and has sought and received excellent professional assistance from the organization and its members; in return it has supported the organization in its activities.

General NEM/AV Progress

The number of service centers has increased rapidly during the past fifteen years (from 16 in 1945 to 188 in 1960). The number of personnel assigned to full- or part-time NEM/AV responsibilities is also increasing rapidly.

COLORADO
STATE REPORT

STATE OF COLORADO

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	104,247	8
2.	Total Population	1,753,947	33
3.	Population Change 1950-60	32.4	8
4.	Percentage of Urbanization 1960	73.7	13
5.	Cities over 25,000 (7)	794,624	
6.	Per Capita Personal Income	$2,123	20

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	251,496	33
8.	Secondary Pupils	163,786	30
9.	All Teachers	17,763	30
10.	Teachers with Standard Credentials	17,490	
11.	Average Teacher Salary	$5,175	22
12.	Pupil-Teacher Ratio	23.4	36
13.	Pupil Population Change 1950-60	75.3	6
14.	Per-Pupil Expenditure 1960-61	$406.78	20

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	5.2	17
16.	State Government	22.1	43
17.	Local Government	72.7	9
18.	SDE Professional Staff Members	64	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$38,123	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$90,173	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Colorado

Dr. Frank A. Anderson, Director
Colorado Western States Small Schools Project
State Department of Education
Denver 2, Colorado

1. In addition to the guidance films and to the 128 additional motion picture titles owned by the Department, there is also owned one complete set of the course entitled "Chemistry, An Introductory Course (the Baxter Chemistry Course distributed by EBF) and one full set of "Introductory Physics" (the Harvey White Physics Film Course). Both of these film courses are being distributed for the Department by state colleges and universities in Colorado.

2. There are in existence two regional film-film strip cooperatives in Colorado; one has been in operation for three years, the other for nearly one year. Neither is supported by any state allocation or by local tax funds. Both centers are currently operating under cooperative contractual agreements with the provision by junior and senior colleges for facilities and personnel for maintenance and operation. I have presently no figures available as to the budget, growth, or handling and shipments of either of these regional film cooperatives.

COLORADO -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility for NEM/AV services resides in two offices of the State Department of Education. Designated responsibility belongs to the Consultant in Audio-Visual Instruction in the Division of Library Services in the Office of the Commissioner of Education. It is to be noted, however, that the Colorado Board of Education has requested a fulltime consultant on newer media in the budget request for 1963-64. General NEM/AV responsibility in the broad area of instruction resides in the Office of Instructional Services. Ten consultants in this office give NEM/AV advice and assistance in their special areas. This number includes consultants who provide services under the National Defense Education Act.

Methods of Handling NEM/AV Activities

The Consultant in Audio-Visual Instruction provides NEM/AV advisory assistance and direct aid in the development of statewide school library services, and provides information and library assistance to the department staff. Consultants in the Division of Instructional Services in specialized areas such as science, mathematics, foreign languages, guidance and education in small high schools provide NEM/AV information in the course of their professional assignments. In general, all consultants serve the State as a whole with its 287 school districts.

Time Spent on NEM/AV Activities

The Consultant in Audio-Visual Instruction spends thirty per cent of her time on NEM/AV activities. No estimate was obtained of the amount of time spent by other department personnel.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experiences for department personnel with responsibility in NEM/AV activities. Educational requirements for the present position call for a master's degree, teaching, administrative and library experience.

NEM/AV Finance in the Department

Funds for NEM/AV services identifiable in the department budget totalled for the 1961 fiscal year $5,756 for staff salaries and travel. Other expenses for providing new educational media services were not identifiable items. No estimate of these costs was obtained.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The program of approval and accreditation evaluates the total program of a school system. Approval requires that all schools in the administrative unit meet minimum standards which relate to those schools. Accreditation status, a voluntary matter, is attained by school systems which meet additional criteria formulated by the department in cooperation with an advisory committee. Procedures for accreditation include a review of annual and special reports, visits by representatives from the Division of Accreditation, and recommendations for appropriate action to the Commissioner and State Board of Education.

NEM/AV Standards in Accreditation

Minimum standards for approval require evidence that instructional materials are adequate, up-to-date, and used effectively. Minimum standards for the elementary school library require a minimal annual expenditure of $1.00 per pupil for library books and instructional materials. At the high school level, minimum standards call for a library-materials center. Accreditation criteria go beyond approved standards in evaluating qualitative aspects of the educational program. Criteria related to NEM/AV in the instructional program cover the following:

1. Materials and Equipment. The school provides adequate and appropriate NEM/AV materials and equipment for all areas of the school program; uses criteria and systematic procedures for selection and replacement of materials; and provides evidences of the use of a variety of NEM/AV materials.

2. Facilities. Each high school building has a library-materials center with appropriate materials. Foreign language laboratories are away from major noise areas and are adequately equipped.

3. Personnel. Audiovisual education is a recommended area of study for meeting minimum course requirements for teacher-librarians. Qualified personnel are recommended for assignments

as NEM/AV directors or coordinators. These persons should have a minimum of three semester-hours in the "Organization and Administration of Audio-Visual Materials."

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors.

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities. (See recommended criteria in the preceding section on Accreditation.)

School Librarians

Certification requirements do not contain references to NEM/AV training or experience. (See recommended criteria in preceding section on Accreditation.)

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities. There is no itemized report for expenditures for this purpose. It is estimated that statewide expenditures for instructional materials amount to $2.70 per pupil.

LEADERSHIP SERVICES

Consultation

The duties of the Consultant in Audio-Visual Instruction are divided between public and school libraries. However, consultation on selection, organization, and administration of NEM/AV materials and equipment, together with help in building planning, are provided to schools as requested. Requests for services come in this rank order: (1) from visits by department staff members to local schools, (2) from mail inquiries, and (3) from visits of local school personnel to the department.

Workshops, Conferences and Meetings

During 1961, the department held three conferences in which NEM/AV activities and services were part of the conference program. This number does not include the workshops, demonstrations, and meetings involving NEM/AV use connected with NDEA projects.

Department Equipment and Materials

Inventory of Equipment and Materials

Materials and equipment used in new educational media workshops and conferences are for the most part borrowed from school systems, commercial concerns, or rental services. The department owns for staff use 14 pieces of equipment of the following types: two motion picture projectors, three combination filmstrip-slide projectors, two tape recorders, one record player, three filmstrip previewers, and other miscellaneous items.

NEM/AV materials are for use by staff, school personnel, and classroom instruction. The materials inventory includes 128 motion picture titles, 500 filmstrips, 10 tape recordings, several thousand (estimated 2,500) study prints, and 450 records of music, poetry, and drama.

In conjunction with NDEA activities, five pieces of equipment and a number of guidance motion pictures are available for the guidance staff members. About 40 guidance motion pictures and 30 filmstrips are available on loan to schools. A fully-equipped science and mathematics mobile laboratory is department-owned and used in workshops for elementary teachers. It contains, in addition to models, specimens and science apparatus, one of each of the following: 16mm-motion picture projector, filmstrip projector, micro-projector, and overhead projector. The consultant in foreign languages has developed a kit containing tapes, filmstrips, and printed materials for staff use in in-service training and experimental use by classroom teachers.

Distribution of Materials

Motion pictures, filmstrips, study prints and tape recordings are available to libraries, schools and other agencies on a free loan basis. The record library is essentially a collection from which records can be borrowed for experimentation in all the operations of a record lending service by schools and other agencies intending to build a record library. A few copies of teaching programs have been distributed to schools, particularly those participating in the experimental project for small high schools.

Production of Materials

In 1961, department staff members produced one set of slides, 15 transparencies, and 10 tapes for use in meetings and conferences. The production of the Course in Physics, a set of printed guides to accompany a filmed course in physics, was an activity of the Rocky Mountain Area Project for Small High Schools. (The films accompanied by the guides are considered by many as programed instruction.) Preparation of the guides by teachers, supervisors and department members involved field testing in schools and continuous evaluation in relation to film use. The department distributed 600 sets of guides to schools after publication by a commercial concern.

Publications

NEM/AV Publications

The department issued a film catalog, bibliographies on programed materials and educational television. (See preceding section about the Course in Physics guides.) Several other departmental publications are related in part to new educational media.

Department Publication Budget

An estimated $35,000 was spent during 1961 for publications.

Research

Current NEM/AV Research

The 1961-62 school library survey included questions related to NEM/AV services. At the time of the study, data had not been compiled. The most recent NEM/AV research was a Biennial Audio-Visual Report, published in 1960.

Other Research Services Available

Institutions of higher education and foundations cooperate with the department in research and are available for NEM/AV studies.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department had taken the following steps in relation to the development of educational television in the State:

1. Encouraged and supported by a token payment the Denver City ETV station.

2. Appointed a Committee on Educational Television to consider ways and means of developing educational television for the entire State.

3. Planned a survey of television needs in the State and started the development of a State plan for a statewide ETV network.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department, at the time of the study, had no firm position for or against the development of local, regional, or centralized materials distribution centers. The department encourages local, regional, or cooperative production of inexpensive locally-needed NEM/AV materials.

Professional Organizations

The department would encourage and support a strong NEM/AV organization if one existed. Staff members participate in the activities of professional organizations insofar as they can.

General NEM/AV Progress

It is the general opinion that in the past 15 years there has been a slow but steady growth in the following areas associated with new educational media: (1) new educational media distribution centers and production units; and (2) the number of part- and fulltime public school employees assigned NEM/AV duties. A rapid increase is apparent in the amount of money spent on new educational media for local school use.

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CONNECTICUT
STATE REPORT

STATE OF CONNECTICUT

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE		State Rank
1. Geographic Area (in square miles)	5,009	48
2. Total Population	2,535,234	25
3. Population Change 1950-60	+26.3	12
4. Percentage of Urbanization 1960	78.3	7
5. Cities over 25,000 (14)	1,085,899	
6. Per Capita Personal Income	$2,817	2

PUPILS AND TEACHERS		State Rank
7. Elementary Pupils	349,867	28
8. Secondary Pupils	149,125	31
9. All Teachers	20,531	28
10. Teachers with Standard Credentials	18,831	
11. Average Teacher Salary	$5,900	6
12. Pupil-Teacher Ratio	24.3	28
13. Pupil Population Change 1950-60	69.6	9
14. Per-Pupil Expenditure 1960-61	$420.00	15

RELATED STATISTICS		State Rank
Percentage of School Revenue by Source		
15. Federal Government	3.3	34
16. State Government	26.6	38
17. Local Government	70.1	14
18. SDE Professional Staff Members	83	
19. Federal Funds for State Services Under Title III, NDEA 1959-60	$46,986	
20. NEM Research and Utilization Funds (NDEA) 1959-60	0	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Connecticut

Dr. Alfred L. Villa
Consultant
Audio-Visual Education
State Department of Education
Hartford, Connecticut .

(1) On Page III-56, paragraph two, NDEA/AV standards for Accreditation, the second and third sentences should read "Participation in the development of accreditation standards by various state educational associations has been widespread with the Connecticut Audio-Visual Education Association contributing NDEA/AV standards."

(2) On page III-57, paragraph four, State Aid Funds, the second sentence should read "$289,064.00 on instructional materials etc.------from total state aid funds of $66,193,230.00.

CONNECTICUT -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

NEM/AV service is the prime responsibility of a Consultant in Audio-Visual and Television Education assigned to the Bureau of Pupil Personnel and Special Educational Services in the Division of Instructional Services.

Methods of Handling NEM/AV Activities

The Consultant in Audio-Visual and Television Education serves the State as a whole. Additionally, 40 consultants and eight service specialists in the department give advice on NEM/AV activities related to the work of their bureaus. In addition, 50 outside consultants were employed on short-term contracts during 1961 to assist in developing course materials for educational television.

Time Spent on NEM/AV Activities

The NEM/AV Consultant spends one hundred per cent of his time on NEM/AV activities. Forty-eight other professional persons spend ten to twenty percent of their time on NEM/AV related activities. All serve on a statewide basis. No estimate is available for the time spent by the 50 outside consultants.

In addition, one fulltime clerk, one half-time stenographer, a fulltime technician and the equivalent of a fulltime student helper are assigned NEM/AV duties.

NEM/AV Qualifications

The NEM/AV Consultant's position requires a doctor's degree, 10 years experience in teaching, supervision and/or administration, and certification as a general supervisor.

NEM/AV Finances in the Department

The budget allotment for NEM/AV activities identifiable for the 1960-61 fiscal year was $24,139. Of this, $16,671 was spent for salaries, $3,000 for materials for circulation, and the remainder for other expenses.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The department does not accredit elementary or secondary schools. The department does foster cooperative self-study using evaluative criteria as a way of motivating schools to improve before seeking accreditation. Secondary schools may apply to the New England Association of Colleges and Secondary Schools for accreditation.

NEM/AV Standards for Accreditation

The department has begun to develop graduated standards for future approval of elementary and secondary schools. It is anticipated that standards related to NEM/AV materials and equipment will be specified. Support for improved accreditation standards comes from the State's educational association, and for specificity in NEM/AV standards, from the Connecticut Audio-Visual Education Association.

School Plant Standards

Standards for NEM/AV facilities are not currently specified. Changes in standards for school buildings and facilities related to NEM/AV classroom recommendations are anticipated; these will probably include specifications for light control, master TV antennae, and/or flexible instructional units. Recommended for school board consideration in new building plans are provisions for use of NEM/AV equipment and materials, teaching machines and television. These recommendations appear in a bulletin prepared by the department's School Building Advisory Committee.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

A NEM/AV course is included in the group of courses required for teaching certificates, but prospective teachers have the option of choosing this from among several others. Audiovisual methods are generally built into methods courses for special subject matter areas required for certain secondary teaching certificates.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

A certificate for supervisors with endorsements related to NEM/AV competencies for directors of NEM/AV centers and/or specialists in media production and use requires a master of science degree in audio-visual administration.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience. Endorsements for library certificates are being revised and future revisions may include NEM/AV requirements.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts, but schools may spend State aid funds for NEM/AV activities. Local districts spent $251,748 on instructional materials other than textbooks during 1961 from total State aid funds of $43,822,880.

LEADERSHIP SERVICES

Consultation

The Consultant in Audio-Visual and Television Education is available to the State's 169 school districts, technical and vocational schools, state colleges, and public libraries. The NEM/AV consultant works closely with 35 fulltime directors of audiovisual education and many NEM/AV building coordinators. The consultant keeps informed and informs others on research and new developments in programed learning.

Workshops, Conferences, and Meetings

The department sponsored seven conferences related entirely to new educational media, with an attendance of over 500 persons, and two orientation meetings for new principals in which NEM/AV activities were part of the program. The consultant participated in many curriculum workshops in local districts and various meetings of professional and lay groups. Most requests for service derive from staff visits to local districts and from curriculum planning and in-service meetings.

Department Equipment and Materials

Inventory of Equipment and Materials

The central office of the department owns 40 items of equipment of 10 different types: five motion picture projectors, one 3-1/4x4 slide projector, two overhead and one opaque projectors, four tape recorders, three record players, four combination filmstrip-slide projectors, a miscellaneous number of teaching machine samples, and a few pieces of photographic equipment. A Library of Audio-Visual Materials in the central office of the department includes 1,500 motion picture prints, 125 slide sets, 500 tape and disc recordings, 750 filmstrips, and sample teaching machine programs. These are generally available to the department staff and school personnel for in-service or classroom instruction. In addition, many staff members own their own sets of NEM/AV materials for use in their special area.

Distribution of Materials

The Library of Audio-Visual Materials is available for free loan to all schools and groups within the State. This library serves as a supplement to other sources of NEM/AV materials available to schools. Included in it are 1,500 motion pictures, 750 filmstrips, 2,500 slides, 17 programed text materials, and 500 discs and tapes.

Production of Materials

During 1961 the department joined with five other states in producing a motion picture on public library services. At the time of the study, the NEM/AV consultant was cooperating with the Division of Vocational Education on a film to be produced.

The NEM/AV service produced 200 transparencies and about 50 graphics for departmental use. Many staff members make or have funds for the production of graphics, transparencies, and other inexpensive NEM/AV materials. Prior to 1961, the department produced about 76 telecasts and cooperated with State colleges relative to 250 ETV programs.

Publications

NEM/AV Publications

During 1961, except for mimeographed bulletins, NEM/AV service did not publish any materials which related wholly to NEM/AV topics. *An Annotated Bibliography of Resource Materials* was published which contained selected NEM/AV materials and books in the field of guidance. The NEM/AV service did distribute to schools numerous NEM/AV related publications prepared by professional organizations and commercial sources.

Department Publication Budget

An estimated $5,500 was spent on approximately 66 publications issued by the department in 1961.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the central office of the department did not own or directly operate any television installations.

Department Television Activity

The department is participating in educational television activities in the following ways:

1. The State Commissioner of Education is a member of the Board of Trustees of the Connecticut Educational Television Corporation, a non-profit corporation promoting and developing educational television. The State legislature has appropriated approximately $100,000 in support of this corporation.

2. NEM/AV consultants and other department staff members participate in a School Telecast Council to make recommendations to the State Board of Education on development and use of ETV for schools.

3. The NEM/AV consultant participates in the above Council which suggests curriculum areas and content for school telecasts, and plans for research and evaluation of school television programs.

4. The department staff with the assistance of special consultants employed by the State develop curriculum outlines in various subjects. These are submitted to the State Board of

Education for approval or change, and then forwarded to the ETV Corporation.

5. The Audio-Visual Consultant arranges with schools to use experimentally a closed-circuit TV equipment package and assists them in developing and presenting closed-circuit telecasts.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of NEM/AV materials centers and believes that the State service should be primarily supplementary. It also encourages cooperation among local units in the development of local production facilities.

Professional Organizations

The department encourages strong leadership by NEM/AV organizations and cooperates wholeheartedly with them.

General NEM/AV Progress

In the opinion of the department the establishment and growth of NEM/AV distribution centers and the number of fulltime employees in this field are increasing rapidly. The number of part-time employees and the amount of money spent on NEM/AV materials and equipment are increasing slowly. There is evidence of slow growth in local graphic materials production centers.

DELAWARE
STATE REPORT

STATE OF DELAWARE

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	2,057	49
2.	Total Population	446,292	46
3.	Population Change 1950-60	+40.3	6
4.	Percentage of Urbanization 1960	65.6	22
5.	Cities over 25,000 (0)	-	
6.	Per Capita Personal Income	$2,946	1

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	49,750	47
8.	Secondary Pupils	37,158	45
9.	All Teachers	3,875	47
10.	Teachers with Standard Credentials	3,385	
11.	Average Teacher Salary	$5,789	8
12.	Pupil-Teacher Ratio	22.4	43
13.	Pupil Population Change 1950-60	+71.3	8
14.	Per-Pupil Expenditure 1960-61	$460.00	5

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	2.0	45
16.	State Government	79.6	1
17.	Local Government	18.4	48
18.	SDE Professional Staff Members	42	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

DELAWARE -- DEPARTMENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department has no professional staff members assigned especially to NEM/AV responsibilities. The department maintains a motion picture rental service to schools.

Methods of Handling NEM/AV Activities

Professional assistance relating to NEM/AV matters is handled by the department staff who are generally concerned with elementary and secondary education. These persons serve the Delaware schools on a statewide basis.

Time Spent on NEM/AV Activities

It was not possible to estimate the amount of time the two general and 17 supervisors mentioned above spend on NEM/AV work; NEM/AV work is only an incidental activity of these supervisors. The motion picture library is operated by a clerk who spends ninety per cent of her time on the activity.

Qualifications for NEM/AV Personnel

No special NEM/AV qualifications are required for personnel providing such service.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The department does not accredit schools formally. However, schools are visited frequently through a program of supervision in order to determine if department standards are being met with respect to curriculum and related school activities.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State funds earmarked for NEM/AV purposes are distributed to schools. State general purpose education funds distributed to school districts may be used for NEM/AV purposes subject to local board decision.

LEADERSHIP SERVICES

Consultation

Requests for NEM/AV services (exclusive of the motion picture library) come to the attention of department personnel generally as they visit schools; then, in order of frequency, during informal meetings, by mail requests, and lastly by school personnel visiting the department.

Workshops, Conferences, and Meetings

During 1961, department personnel held one conference covering new media for administrators of higher education institutions and elementary and secondary schools. Approximately 200 persons from all areas of the State attended the sessions. A second conference dealing with language laboratories was held for teachers and administrators and had an approximate attendance of 100.

In addition, department science supervisors demonstrated closed-circuit television equipment to local school district personnel throughout the State. Sessions were usually one-half day long.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains a motion picture library of approximately 200 subjects. An undesignated number of foreign language tapes and a demonstration set of closed-circuit television equipment have recently been acquired. It has no other NEM/AV equipment or material items.

Distribution of Materials

The motion picture library is maintained primarily for schools. The language tapes and closed-circuit television equipment have been acquired for demonstration use by department personnel.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

Aside from the film catalog supplements, no publications relating to NEM/AV were produced during 1961.

Department Publication Budget

The total department budget for printing during 1961 was $6,000.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

The department does not own or operate any ETV facilities. No other State agency is engaged in any activity related to ETV.

Department Television Activity

With the exception of the aforementioned closed-circuit television activities, the department is not presently engaged in work relating to ETV.

Note: The Delaware ETV Association is an organization of lay and professional educators interested in ETV. The department was not involved in establishing the Association and it is not supported financially in any way by the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department does not encourage the development of NEM/AV materials distribution centers on the local level. It maintains and encourages the further development of its central motion picture library. The department is encouraging development of regional NEM/AV production and distribution of NEM/AV service centers.

Professional Organizations

The department is in favor of the development of a strong NEM/AV professional organization in the State. No strong organization exists at present. The department has cooperated with NEM/AV professional groups.

General NEM/AV Progress

Growth of new NEM/AV service centers is progressing slowly in the State. There has been no notable change in the number of fulltime personnel employed in such centers. On the other hand, the number of part-time personnel engaged in NEM/AV activities is increasing slowly as is the amount of money being expended for NEM/AV.

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FLORIDA
STATE REPORT

STATE OF FLORIDA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE

			State Rank
1.	Geographic Area (in square miles)	58,560	22
2.	Total Population	4,951,560	10
3.	Population Change 1950-60	+78.7	1
4.	Percentage of Urbanization 1960	73.9	12
5.	Cities over 25,000 (22)	1,747,148	
6.	Per Capita Personal Income	$1,980	26

PUPILS AND TEACHERS

			State Rank
7.	Elementary Pupils	598,349	13
8.	Secondary Pupils	432,004	8
9.	All Teachers	39,724	9
10.	Teachers with Standard Credentials	39,413	
11.	Average Teacher Salary	$4,960	25
12.	Pupil-Teacher Ratio	25.9	20
13.	Pupil Population Change 1950-60	+128.0	3
14.	Per-Pupil Expenditure 1960-61	$310.00	39

RELATED STATISTICS

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	1.6	47
16.	State Government	55.0	14
17.	Local Government	43.4	34
18.	SDE Professional Staff Members	80	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$88,921	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$85,287	

FLORIDA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Professional personnel primarily responsible for NEM/AV activities are assigned and operate as members of the Division of Instructional Services; the NEM/AV staff does not operate as a separate administrative unit in the division.

Methods of Handling NEM/AV Activities

Departmental policy provides that all staff consultants in the Division of Instructional Services shall provide consultation and advice in any special area to the limit of their knowledge and ability. Beyond this, clients are referred to specialists in the area of question where such specialists exist. The NEM/AV staff is responsible for providing intra-divisional staff competency regarding NEM/AV. Serving on a statewide basis the staff provides consultant-leadership services to all schools and other educational agencies in Florida.

Time Spent on NEM/AV Activities

The audiovisual consultant spends one hundred per cent of his time directly on NEM/AV work. An instructional materials consultant also spends twenty-five per cent of his time on NEM/AV activities. The Director of the Division of Instruction spends approximately ten per cent of his time on NEM/AV work as do three area general consultants. Others spending a portion of their time on NEM/AV work include a graphic artist, twenty-five per cent; and a curriculum librarian, thirty-five per cent. Thus, the time equivalent of 2-1/4 fulltime persons is spent by 11 professional personnel on NEM/AV activities. Three secretaries work on NEM/AV assignments: one spends ninety per cent; a second, twenty-five per cent; and a third, twenty per cent.

Qualifications for NEM/AV Personnel

No formal requirements for a degree or experience are stated in the regulations governing appointment of such personnel. However, a master's degree and teaching experience are regarded as essentials for NEM/AV positions.

NEM/AV Finance in the Department

Funds supporting NEM/AV activities are not a separate, identifiable part of the department budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation standards were State-developed and are mandatory, applying to both elementary and secondary schools. Local school authorities submit annual reports to the county superintendent of schools covering their programs. After processing the reports, the superintendent transmits them to the State Superintendent of Public Instruction. The State superintendent makes the final determination covering the accreditation.

Note: New accreditation standards are in the process of being adopted. These proposed accreditation standards contain numerous specific items detailing requirements for personnel and conditions that relate to school use of ETV and other NEM/AV items.

NEM/AV Standards in Accreditation

Present accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools. (See "Certification Related to NEM/AV" below.) While minimum items covering NEM/AV equipment and materials are not specified, general principles are stated and recommended covering sufficient quantities of such items to fulfill instructional needs.

School Plant Standards

The department requires that instructional materials centers be included in schools. It has produced publications on planning operations for such centers. While these centers are primarily directed toward providing traditional school library services, they are also directed toward providing NEM/AV equipment and materials services. The planning guides covering these centers make many references to NEM/AV. State Board of Education regulations for school buildings specify the number of electric outlets and light-control measures.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

(See section below.)

School Librarians

The department conceives the traditional school library as a materials center, expanding it now to include NEM/AV services. Certification requirements for personnel responsible for these materials centers include NEM/AV coursework.

NEM/AV School Finance

State Aid Funds

Subject to local board authority, general purpose educational funds may be used for NEM/AV purposes. No figures are available covering expenditures of these funds for NEM/AV. The department allocates $25 per teacher per year for "Instructional materials," defined as library and audiovisual materials. No breakdown of these funds is available showing actual expenditures for NEM/AV items. Local districts reported to the department that during the 1960-61 school year they had expended $846,817 for audiovisual education and television. These monies do not include support for the Florida Educational Television Commission or the operation of five local ETV stations.

LEADERSHIP SERVICES

Consultation

(See section: "Methods of Handling NEM/AV Activities" above.) Approximately thirty per cent of the requests for NEM/AV services are sent to the department by mail and another thirty per cent come when department staff members visit local school systems. About fifteen per cent of the service requests come from phone calls by local district personnel to the department and another fifteen per cent result from visits by local school personnel to the department. The remainder (ten per cent) of service requests come as department personnel attend conferences.

Workshops, Conferences, and Meetings

The department sponsored three meetings concerned with NEM/AV during 1961; approximately 820 persons attended the three meetings. The department participated in many additional workshops with universities and local school systems.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns the following NEM/AV equipment items: four 16mm-motion picture projectors, three filmstrip projectors, two overhead projectors, one opaque projector, three tape recorders, three phongraphs, two teaching machines and two cameras. NEM/AV material items owned by the department include: twenty-five 16mm-motion pictures, 50 filmstrips, 500 2x2 slides, 200 transparencies, 50 tape recordings, 25 disc recordings, six teaching machine programs, and 400 graphic materials of all types, such as photos and posters.

Distribution of Materials

Department equipment and materials are for the use of department staff members only.

Production of Materials

The department produces NEM/AV materials for its exclusive use.

Publications

NEM/AV Publications

During the calendar year of 1961, the department produced six publications dealing with NEM/AV. Selected titles included

Swap Shop, Mimeographs on Teaching Machines, Directory of Instructional Materials, and Films and Tapes in the Curriculum Library.

Department Publication Budget

Estimates of expenditures were not available either for NEM/AV publications or for the total department publication budget.

Research

During the 1960-61 school year, the department conducted two research projects related to NEM/AV: a Survey on the Use of Rental Films, Spring 1961; and Wayland Phillip's Survey on New Programs in Mathematics, October 1961. The department maintains a research unit; its services are available for NEM/AV purposes. A third related study, Survey in the Use of TV, Fall 1961, was not conducted by the department but by the Florida ETV Commission.

Television

Policy Including Legal Base

With department leadership the Florida educational system is one of the first to develop an ETV network. Six ETV stations currently in operation provide broadcasts to schools, colleges, and universities having an approximate enrollment of 700,000 students. The entire ETV operation is the direct responsibility of the Florida Educational Television Commission. This commission was established by law in 1957 and operates as a corporate body under the supervision of the State Board of Education. A department staff member serves on the commission and the department works closely with the commission to provide active ETV leadership. Development of a comprehensive ETV network system posed various legal problems for the department and local school boards not contemplated in the general legal authority covering responsibilities for the educational program of the State. As a step in establishing a more sound legal structure covering the ETV operation, an ETV legislation committee of the department studied problems involved and drafted a series of recommendations for consideration by the legislature.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of local instructional materials centers. Policies regarding the development of a State distribution center remain unresolved. The department, however, believes it should, and is, providing strong statewide leadership to local instructional materials centers.

Professional Organizations

The department feels the State has a strong NEM/AV professional organization in the Florida Audio-Visual Association. Department personnel cooperate with and support the Association.

General NEM/AV Progress

There is a slow increase in the trend establishing new NEM/AV distribution centers. The trend is more rapid for centers with NEM/AV materials production facilities. The number of new full- and part-time persons assigned to such centers is increasing slowly. On the other hand, there is a rapid increase in the funds being provided for NEM/AV activities.

GEORGIA
STATE REPORT

STATE OF GEORGIA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	58,876	21
2.	Total Population	3,943,116	16
3.	Population Change 1950-60	+14.5	24
4.	Percentage of Urbanization 1960	55.3	33
5.	Cities over 25,000 (11)	1,098,620	
6.	Per Capita Personal Income	1,553	41

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	652,151	11
8.	Secondary Pupils	305,617	13
9.	All Teachers	33,102	14
10.	Teachers with Standard Credentials	32,510	
11.	Average Teacher Salary	$4,078	40
12.	Pupil-Teacher Ratio	28.9	4
13.	Pupil Population Change 1950-60	+31.9	33
14	Per-Pupil Expenditure 1960-61	$236.00	46

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	10.0	4
16.	State Government	64.1	8
17.	Local Government	25.9	44
18.	SDE Professional Staff Members	73	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$96,546	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$14,564	

GEORGIA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility for NEM/AV is primarily vested in the Division of Instructional Materials; educational television is the responsibility of the Division of Instruction.

Methods of Handling NEM/AV Activities

Responsibility for the operation of the State film and tape-recording library is assigned to the Director of Audio-Visual Services. Responsibility for other aspects of NEM/AV such as teaching machines and programed learning, language laboratories, maps, and graphics is assigned to other Division of Instructional Materials personnel. All are responsible to the Director of the Division of Instructional Materials. The Director of Audio-Visual Services, the ETV administrator and the ETV curriculum director serve on a statewide basis. Five ETV teachers serve on a statewide basis. Personnel assigned to the film libraries serve at those locations on a regional basis. There are 159 counties in the State with 197 school units (combined school districts including both elementary and secondary schools).

Time Spent on NEM/AV Activities

Ten professional persons spend one hundred per cent of their time on NEM/AV work. Forty-eight technical persons and three clerical persons also spend one hundred per cent of their time on NEM/AV activities. The Director of the Division of Instructional Materials spends approximately twenty per cent of his time on NEM/AV work. Other members of his staff not specifically assigned to NEM/AV responsibilities spend an unestimated time on such work.

Qualifications for NEM/AV Personnel

A master's degree or its equivalent in addition to several years of teaching experience is required for NEM/AV professional personnel. Requirements for various technical and clerical positions vary depending upon the degree of specialization of the position.

NEM/AV Finance in the Department

Funds for the operation of NEM/AV activities are not separately identified as such in the department budget. They are estimated to be $481,824 for 1961.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Although accreditation of schools is not a function of the department, provision has been made for the staff of the State Department Division of Field Services to assist in this work.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

The Guide for Planning and Construction of School Facilities in Georgia (1961) does not include reference to NEM/AV requirements applying to school buildings. It does include guidelines for the construction of modern foreign language facilities and mentions the need for providing facilities for the use of projected and other NEM/AV materials. There are no published mandatory provisions applying specifically to NEM/AV requirements.

NEM/AV Equipment Standards

General NEM/AV Standards

No general State standards applying to NEM/AV equipment have been published.

Certification Related to NEM/AV

Classroom Teachers

No certification requirements relate to NEM/AV training or experience.

Administrators and Supervisors

No certification requirements relate to NEM/AV training or experience.

NEM/AV Personnel

No special certification for personnel with NEM/AV responsibilities exists.

School Librarians

No certification requirements relate to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

State public school support funds subject to local school board decision may be used for NEM/AV activities. Several State School support funds are specifically marked for NEM/AV purposes. Monies from the audiovisual matching fund have assisted in establishing 60 local film centers. A school district may apply to the Division of Instructional Materials for matching grants up to $1,000 for NEM/AV materials. An additional sum totaling $75,000 may be allocated by the department from State library funds for NEM/AV purposes. If these funds are taken from the library monies, the districts receiving the funds must match them. If the monies are taken from the textbook fund, they need not be matched by the district.

LEADERSHIP SERVICES

Consultation

The State owns and operates four film libraries and one tape library. This library gives statewide service. With the exception of personnel assigned on a regional basis or to local libraries, all other personnel serve statewide.

Workshops, Conferences, and Meetings

The division personnel held a total of 14 meetings during 1961 which were concerned with NEM/AV. Two of these meetings were designed to inform the entire department staff regarding new educational media and had an attendance of 225.

Two other one-half day meetings directed to the entire SDE staff were concerned with teaching machines. Attendance was 175. Two one-half day meetings were directed to the staffs of teacher education institutions and had an attendance of 65 persons. Eight one-half day meetings on teaching machines and programed learning were directed to secondary principals and administrators. The eight meetings had a total attendance of 550 persons.

Department Equipment and Materials

Inventory of Equipment and Materials

The inventory of equipment includes a total of approximately 120 units of nine types of NEM/AV equipment including thirty 16mm-motion picture projectors, 10 combination filmstrip-slide projectors, two overhead projectors, 12 opaque projectors, 15 portable tape recorders, six phonographs, two TV sets, one closed-circuit TV unit, 30 teaching machines and 8 stationary tape duplicating units. Materials include 56,890 items of five types of materials including approximately 48,000 motion pictures (4,750 titles), 500 filmstrips, 6,800 tape recordings, 90 teaching machine programs and various ETV recorded programs. Department personnel prepare their own transparencies.

Distribution of Materials

Motion pictures and tapes are provided to all the schools of Georgia. During 1961, over 1,600 schools ordered 232,379 motion picture prints from the State film library. Included are also 48,000 films, 500 filmstrips, 1,500 slides, 6,800 tape recordings, 52 radio broadcasts, 320 television programs, 144 video tapes, 205 programed text materials. ETV programs are available to certain sections of the State from three stations.

Production of Materials

During 1960-61 the following materials were produced: 150 3-1/4x4 slides, 300 overhead transparencies, 15,125 tapes, 237 radio broadcasts, and 320 video tapes. Photographic and graphic artist services are available within the department. The division has established a tape duplicating service for the schools of Georgia. (See "Television" below.)

Publications

NEM/AV Publications

The major NEM/AV publications of the department during 1961 were the Catalogue of Classroom Teaching Films for Georgia Schools, and Imagination at Work. The latter was directed to members of the State legislature and superintendents of school systems and referred to NDEA extensively.

Department Publication Budget

The total department publication budget for the school year 1961 was $40,000. No figures were available covering only NEM/AV publications.

Research

The department did not conduct any research covering NEM/AV during the school year of 1960-61. The department is presently assisting the University of Georgia with a Title VII grant investigating programed learning materials in the pre-service training of teachers.

Television

Policy Including Legal Base

In 1955 the State Superintendent held the first ETV conference regarding use of a commercial station for educational programs to serve the schools of the Atlanta area. In 1956 the State Board of Education appropriated $35,000 for an experimental closed-circuit installation in a laboratory school. In 1960 the Governor authorized the use of $500,000 for building the first ETV station in Georgia. In 1962 the State Board of Education authorized the department to develop an ETV network of stations to cover the State.

Department Television Activity

Since 1953 the department has been using television for adult education, in-service teacher training, and classroom instruction. The department currently produces programs in history, music, science, mathematics, Spanish, biology, and social studies. Normally, 10 programs are produced each week for 32 weeks during the school year. These programs are taped and are available for use over the three State television stations.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of NEM/AV distribution centers on the local level. It also believes such centers should be augmented by State-operated motion picture and tape distribution libraries which it provides. The department is encouraging production centers on both local and regional levels.

Professional Organizations

The department consistently encourages the development of a strong NEM/AV professional organization.

General NEM/AV Progress

While ETV in Georgia is proceeding at a rapid rate, progress in establishing new NEM/AV centers is slow. There is also a slow increase in the number of fulltime school personnel working in NEM/AV. There is a slow increase in the amount of money being spent on NEM/AV work.

HAWAII
STATE REPORT

STATE OF HAWAII

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	6,424	47
2.	Total Population	632,772	43
3.	Population Change 1950-60	+26.6	11
4.	Percentage of Urbanization 1960	76.5	8
5.	Cities over 25,000 (2)	315,664	
6.	Per Capita Personal Income	$2,123	19

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	68,457	43
8.	Secondary Pupils	59,876	39
9.	All Teachers	5,004	44
10.	Teachers with Standard Credentials	4,976	
11.	Average Teacher Salary	$5,550	14
12.	Pupil-Teacher Ratio	29.6	2
13.	Pupil Population Change 1950-60	+53.9	14
14.	Per-Pupil Expenditure 1960-61	$378.00	25

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	12.6	3
16.	State Government	70.8	4
17.	Local Government	16.6	49
18.	SDE Professional Staff Members	55	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$10,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$27,500	

HAWAII -- DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department has an organizational unit responsible for NEM/AV matters. The Audio-Visual Center is headed by a Director (within the Department of Curriculum, Instruction and Guidance) and carries primary responsibilities for NEM/AV activities.

Methods of Handling NEM/AV Activities

The Center is staffed by three professional persons: the Director, the Program Assistant and the Audio-Visual Graphic Artist. The professional NEM/AV staff serves on a statewide basis operating through the four combined districts of the State. Within the Center, three technical staff members and four clerical staff members carry out functions required for the Center's operation. Additionally, 18 subject matter supervisors who are fulltime department staff members provide some advice and counsel in regard to NEM/AV matters; a number of these supervisors are stationed at each of the four school districts into which the islands are divided (Oahu, Maui, Kauai, and Hawaii).

Time Spent on NEM/AV Activities

The three professional staff members of the Center spend fulltime in matters related to NEM/AV. Seven technical-clerical staff members devote fulltime to NEM/AV activity. No estimate of time was available for the 18 subject matter supervisors.

Qualifications for NEM/AV Personnel

Educational requirements for the Director are a master's degree plus 20 semester-hours of training; experience requirements, five years of teaching and administration plus two years in audiovisual administration. The Program Assistant must have attained a master's degree, have had five years of teaching with additional training and experience in audiovisual. The Audio-Visual Graphic Artist must possess a bachelor's degree.

NEM/AV Finance in the Department

The budget for the Center included: $57,210 for salaries;

$2,000 for travel; $5,000 for publications; $110,438 for materials for circulation (Center); $73,502 for materials (Schools); other expenses $7,445; total budget for 1961: $255,595.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

By reason of its recent admission as a State, Hawaii does not have a body of legislation with those detailed provisions found in most states. Broad general powers conferred upon the State level of administration are ample to support the operation of a public school system. The Superintendent of Public Instruction is charged by the State Board to administer programs of education throughout the State at the pre-school, primary, elementary and secondary levels. In the State there are four administrative school superintendents (one for each district) who are appointed by the State Board. There is no local board functioning at the district level as in other States. Schools in Hawaii, in effect, are controlled from the State level, since superintendents charged with district school supervision are responsive to the State Superintendent.

NEM/AV Standards in Accreditation

Development of NEM/AV standards stems from a survey requested by the State Department and the University of Hawaii in 1960. Standards resulting from this survey have been developed by the department and apply to elementary and secondary schools. These standards are recommended rather than mandatory. A plan for attaining the NEM/AV standards has been projected over a five-year period in order to achieve long-range goals in materials and equipment acquisition. Existing equipment standards establish equipment-pupil ratios and these apply to projectors, sound equipment, screens, roll carts, and camera equipment. A long-range projection has been made for acquisition of materials; however, this is not specific as to individual school requirements. Experience, training, and skills related to NEM/AV are not specified. A competency requirement has been recommended and will probably be adopted.

School Plant Standards

The department has published standards for school use in developing school facilities. These standards are State-developed for application in elementary and secondary schools. Specifications and standards are provided for individual instructional areas, for auxiliary services and for site and building development. Standards contain references to specific NEM/AV requirements within instructional areas as well as listing general requirements regarding room-darkening, chalkboards, and tackboards. Current revision of standards is in progress with more specificity included in the NEM/AV requirements.

NEM/AV Equipment Standards

General NEM/AV Standards

The department publishes standards regarding specifications for NEM/AV equipment. These were developed without reference to NDEA requirements, although they apply to equipment acquired under NDEA provisions. Specifications apply to elementary and secondary school equipment and are mandatory.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

Funds were distributed which were specifically earmarked for use in NEM/AV programs. Within the State, funds allocated to schools were in the amount of $ .50 per pupil (grades 1-12) earmarked for general NEM/AV use; additionally, NDEA funds for equipment acquisition were distributed at the rate of $2.00 per pupil (grades 1-6), $3.00 per pupil (grades 7-9), and $4.00 per pupil (grades 10-12) for instructional materials and supplies; in addition $ .60 per pupil (grades 1-12) was earmarked for use in material and equipment acquisition at the State level.

LEADERSHIP SERVICES

Consultation

Three fulltime staff members of the Center serve the entire State. Specific responsibility for in-service education in the Oahu district is also carried by this staff. Other department personnel stationed in the three remaining counties carry out some NEM/AV services.

Requests for service are most often received by school personnel visitations to the Center. Mail and phone inquiries are the second most important source of requests. Informal contacts at meetings provide some requests for services regarding NEM/AV.

Workshops, Conferences, and Meetings

During 1961 the Center staff sponsored 12 workshops dealing with the use of new media. These ranged in length from 1.5 hours to eight hours spread over four days. Attendance at the conferences totaled 585 persons.

Department Equipment and Materials

Inventory of Equipment and Materials

The center has an inventory of equipment as follows: three 16mm-motion picture projectors; four filmstrip projectors; four 2x2-slide projectors; two 3-1/4x4 projectors; two overhead projectors; one opaque projector; five tape recorders; six phonographs; two radios; one television set; one bioscope; one Wilson Movie Mover; three screens; 11 filmstrip previewers; and three microphones. Materials owned by the department are: 4,300 16mm motion pictures; 2,000 filmstrips; 1,400 slides; 200 overhead transparencies; 25 tape recordings; 500 disc recordings; 240 study prints. These materials and equipment are available for staff use in conferences and workshops and for circulation and use by schools.

Distribution of Materials

Since reorganization of the NEM/AV system in Hawaii was not accomplished at the time of this study, projected policies and practices relative to circulation were not yet in operation.

Of the inventory of materials listed above, the department circulates only the 4,300 motion pictures. These are circulated to departments, other State agencies, State institutions of higher education and to regional and local schools. Circulation bookings in 1961 totaled 19,000. A tape recording library will be maintained in the Center. Other materials are to be transferred to other units.

Production of Materials

During 1960-61 the department produced one filmstrip for use in Civil Defense Education.

Publications

NEM/AV Publications

During 1960-61 the department issued two one-time publications devoted to NEM/AV as well as a monthly newsletter which was devoted in part to NEM/AV matters.

Department Publication Budget

The budget for all publications by the department was not identifiable. The department issued a total of eight one-time publications and 60 issues of serial publications in this period. Total number of publications: 68.

Research

Current NEM/AV Research

During 1961, the Department did not conduct or request any research studies related to NEM/AV activities. An extensive survey of the NEM/AV needs of Hawaii was completed in 1960. The study was requested by the Superintendent of Public Instruction and the Dean of the College of Education, University of Hawaii. Their request made to the Educational Media Branch of the U. S. Office of Education resulted in a contract which produced the Survey of Audio-Visual Education in Hawaii.

Other Research Services Available

Agencies available to the department for NEM/AV research are the department research unit and the University of Hawaii research facilities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State. A statewide system for ETV was one of six major recommendations of the 1960 survey. The Governor has appointed an Educational Television Advisory Committee which is preparing a budget and drafting enabling legislation that will permit installation of a television station with matching Federal funds. This legislation and budget will be submitted to the 1963 legislature.

Department Television Activity

At the time of the study, the department was making an experimental study involving the use of closed-circuit television installation in one school for foreign language instruction.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages and assists in the development of local distribution centers for circulation of materials of specialized types. The establishment of the Audio-Visual Center as a distribution point for motion pictures and tapes reflects the department policy of centralization of these materials. There has been no notable change in the development of local production facilities though department policy encourages local production on a limited basis.

Professional Organizations

As a part of its long-range development program, the department statement is strong regarding the importance of professional relationships in the NEM/AV field. The department participates and cooperates in NEM/AV activity at all levels of education in the State.

General NEM/AV Progress

It is the view of the department that over the past 15 years the growth of NEM/AV distribution centers has been rapidly increasing in the State; growth of local production units has shown no notable change. The number of fulltime and part-time personnel dealing with NEM/AV activity is slowly increasing, as are expenditures for NEM/AV equipment and materials.

IDAHO
STATE REPORT

STATE OF IDAHO

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	83,557	13
2.	Total Population	667,191	42
3.	Population Change 1950-60	+13.3	30
4.	Percentage of Urbanization 1960	47.5	40
5.	Cities over 25,000 (3)	95,582	
6.	Per Capita Personal Income	$1,782	37

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	90,892	42
8.	Secondary Pupils	72,986	38
9.	All Teachers	6,893	41
10.	Teachers with Standard Credentials	5,257	
11.	Average Teacher Salary	$4,400	36
12.	Pupil-Teacher Ratio	23.8	32
13.	Pupil Population Change 1950-60	+35.3	32
14.	Per-Pupil Expenditure 1960-61	$285.00	40

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	6.3	12
16.	State Government	32.6	30
17.	Local Government	61.1	21
18.	SDE Professional Staff Members	29	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

IDAHO -- DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department does not have an administrative unit responsible for NEM/AV services. Service in this area is a general responsibility of all departmental personnel.

Methods of Handling NEM/AV Activities

Service to the districts is provided on a statewide basis being offered to individual schools. Five general supervisors spend a total of three-fourths time in service related to or using NEM/AV; one foreign language supervisor devotes one-half time to NEM/AV matters; one science supervisor spends some time in activity involving NEM/AV; two persons carry out administrative functions related to NEM/AV activities; one professional specialist spends ten per cent of his time in relation to NEM/AV problems in school plant construtuion.

Time Spent on NEM/AV Activities

(See "Methods of Handling NEM/AV Activities" above.) Fulltime equivalent positions total 1.60+.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Secondary schools are accredited under procedures and standards developed within the department. These standards are mandatory and each year secondary schools submit a program to the department for accreditation. Distribution of State funds is not related to accreditation recognition. At present no accreditation standards apply to elementary schools; however, the department is currently developing standards for self-improvement at the elementary level. These standards will contain a list of minimum audiovisual equipment for each school.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

The State Board of Education, through the department staff, has the responsibility for examining, advising, and approving all financial arrangements, drawings, and specifications for proposed school building construction. The manual of regulations and recommendations contains both mandatory and suggested NEM/AV standards pertaining to school plant construction. Mandatory provisions are spelled out according to type of instruction area and they cover chalkboard and display board installation, acoustical treatment, electrical provisions, storage space, and use of audiovisual aids. Recommendations include references to minimum specifications for other construction features affecting NEM/AV utilization.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities. However, most of the State School Income Funds are used to carry out existing programs. Since eighty-three per cent of the high school districts are at a maximum tax levy, generally funds are not available on an unassigned basis for purchase of NEM/AV equipment and materials.

LEADERSHIP SERVICES

Consultation

Five supervisors provide consultant service throughout the State dealing with individual schools and/or districts. Supervisors work throughout the seven regions of the State. A minimum of 12 major (4-hour) contacts is made each year by each supervisor in relation to NEM/AV matters. By policy, once in every three years, each supervisor contacts each school in the State, though practice has shown these contacts to be more frequent. Specialists in mathematics and science and one in modern foreign languages serve the entire State relative to NEM/AV needs in their respective fields. Districts frequently request the services of the department for district-wide surveys which terminate with the submission of a detailed report to the individual district board. This report always contains recommendations for purchase of NEM/AV equipment and suggestions for better usage of equipment presently owned.

Workshops, Conferences, and Meetings

The department sponsored a total of 32 conferences involving NEM/AV usage, contacting 2,185 professional educators. Additionally, the department utilized a Telpak (telephone conference) System to carry out statewide meetings in diverse areas of educational concern, general meetings of the department, science group meetings, and Idaho Educational Research Committee meetings. Within the entire department, 169 conferences and workshops were conducted in all.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains the following equipment for department personnel use: one 16mm-motion picture projector, one 8mm-motion picture projector, three combination filmstrip-slide projectors, one overhead projector, one tape recorder, one phonograph with junction box and eight headsets, four cameras with two flash attachments, Telpak equipment, thermofax overhead production equipment, two projection screens, three flannel boards, and one magnetic chalkboard. Materials available for staff use are: six 16mm-motion pictures, 265 filmstrips, 500 slides, 192 overhead transparencies, 22 tape recordings, and 48 disc recordings. Flip charts, and other graphic materials (140 pieces) are produced as needed; five teaching machine programs of several types are available for demonstration purposes.

Distribution of materials

The department does not carry out a formal library operation. Maintained in the department is a collection of 250 filmstrip titles which can be requested by school units for classroom use. No other materials are distributed; however, Instructional Kits for enriching social studies teaching are being prepared for distribution on a loan basis.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

The department issued seven publications in 1961 dealing directly with NEM/AV subjects; three other publications included material related to NEM/AV matters. The total number of publications issued by the entire department in 1961 was: 20 one-time publications; 23 serial publications. Estimated publication cost for the entire department was $21,046, not including department reports and brochures distributed only at a specific meeting.

Research

Current NEM/AV Research

An informal survey conducted by the department attempted to determine the extent to which public schools are using NEM/AV and methods in the State.

Other Research Services Available

Telpak was a project approved as an experiment in the use of telephone communication in a sparsely-populated State. This project is based upon the assumption that it is feasible for special committees of educators from all parts of the State to function effectively through use of conference telephone meetings. (See "Workshops, Conferences, and Meetings" above.)

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations; an Educational Television Committee has been organized by the State Board and an Educational TV Director has been hired.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department does not now operate a central distribution center, nor does it believe this function should be developed within the department. Three of Idaho's college units maintain adequate film libraries for distribution to schools on a nominal rental basis. Development of NEM/AV distribution and production centers has been encouraged at the local levels.

Professional Organizations

There is not at present a NEM/AV organization within the Idaho Education Association. Interest is growing within the State relative to NEM/AV matters and the department staff is actively participating in this development.

General NEM/AV Progress

It is the opinion of SDE personnel that within the State there has been no notable change in the number or growth of distribution centers; no change was observed in the establishment or growth of local graphic production units. A slowly increasing pattern was indicated in the number of fulltime and part-time personnel providing services or participating in NEM/AV activities. The amount of money spent (exclusive of NDEA) was also thought to be slowly increasing over the last 15 years.

ILLINOIS
STATE REPORT

STATE OF ILLINOIS

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	56,400	24
2.	Total Population	10,081,158	4
3.	Population Change 1950-60	+15.7	22
4.	Percentage of Urbanization 1960	80.7	6
5.	Cities over 25,000 (41)	5,427,229	
6.	Per Capita Personal Income	$2,610	6

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	1,293,762	5
8.	Secondary Pupils	516,302	6
9.	All Teachers	76,387	5
10.	Teachers with Standard Credentials	70,487	
11.	Average Teacher Salary	$5,725	9
12.	Pupil-Teacher Ratio	23.7	33
13.	Pupil Population Change 1950-60	+45.4	25
14.	Per-Pupil Expenditure 1960-61	$457.00	6

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	2.7	39
16.	State Government	20.4	46
17.	Local Government	76.9	6
18.	SDE Professional Staff Members	122	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$203,385	
20.	NDM Research and Utilization Funds (NDEA) 1959-60	$216,947	

ILLINOIS -- OFFICE OF THE SUPERINTENDENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Prime responsibility for NEM/AV activities resides in the Division of Instructional Services. Two Instructional Materials Consultants represent the major personnel directly assigned to this area. Three coordinators, 10 general supervisors, and 16 consultants in specialized areas spend a portion of their time on NEM/AV related matters.

Methods of Handling NEM/AV Activities

The two Instructional Materials Consultants provide leadership, counsel and service in NEM/AV matters. They are available for conferences, workshops, and the solution of problems related to the establishment and improvement of NEM/AV programs in local school systems or on the county and State levels. They plan and work closely with over a hundred staff members of the Division of Instructional Services. By policy, all department staff members are concerned with new educational media and their uses in curriculum development and improvement.

Time Spent on NEM/AV Activities

Two persons spend 50% or more of their time exclusively on these matters; 16 persons spend 35% or more of their time on these matters; one person spends 20% and two persons spend 12 1/2% of their time each on these matters; and 10 persons spend at least five per cent of their time on these matters. Thus, in a total staff of 107 persons, approximately eight positions are required for departmental activities in NEM/AV matters.

Qualifications for NEM/AV Personnel

No formal educational or experience requirements related to NEM/AV are existing for department personnel. For general positions, a master's degree and teaching experience are required; administrative or supervisory experience is desirable.

NEM/AV Finance in the Department

Funds for NEM/AV activities of the department were not separately identifiable in the budget. The estimated cost for the fiscal year 1961 was $125,000.

REGULATORY FUNCTIONS

Accreditation of Schools

General Methods for Accreditation

Criteria related to the total school program have been developed by the State. These criteria are used by schools in developing their programs and are considered by the evaluation committees which review the schools for accreditation by the State.

NEM/AV Standards in Accreditation

Recommended criteria related to NEM/AV activities are general in nature and include the following emphases:

Personnel

Personnel with NEM/AV duties should be acquainted with the total educational program of the district, should have sufficient time to perform these duties, and should consult with teachers on the selection, use, and distribution of materials and equipment. District and building coordinators are recommended for all school systems.

Materials

A wide variety of materials should be available; no teacher should be handicapped by the lack of materials and facilities.

Equipment

Some form of light control is necessary for classroom projection. The handbook Instructional Materials (1961), suggests schools should use and apply the recommendations of the American Association of School Librarians and the Department of Audiovisual Instruction of the National Education Association. Standards recommended in the handbook are qualitative and quantitative.

School Plant Standards

School plant standards do not refer specifically to NEM/AV requirements in building facilities. School plant specialists in the department do consult with the NEM/AV specialists in the department regarding appropriate facilities in new school construction. Guidelines for minimum NEM/AV facilities are recommended in the Instructional Materials handbook mentioned above, and a bulletin in preparation at the time of the study is expected to include minimum standards for school buildings which pertain to the use of new educational media.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Effective July 1, 1963, elementary, secondary, and junior colleges teaching certificates will require a minimum of a two semester-hours training in "Instructional Materials."

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience. Teaching certificates are basic to all others; consequently, in the future, certificates for administrators and supervisors will include the basic course in "Intructional Materials."

NEM/AV Personnel

Special certificates for "Instructional Materials Coordinators" require 20 hours in the NEM/AV field including 12 semester-hours in library science and five hours in the audiovisual field. "Audio-Visual Directors" must have two courses or six hours in audiovisual education. A basic teaching certificate is required for these positions.

School Librarians

No special requirements related to NEM/AV training are required for school librarians. They will have the two semester-hours required for certification. One AV course is recommended.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities. The handbook, Instructional Materials, recommends not less than one per cent of the total per pupil instructional cost ($2.00 to $6.00) be spent for materials, rental and/or services and that funds for supplies and equipment be provided in amounts sufficient for the needs of the school.

LEADERSHIP SERVICES

Consultation

The two Instructional Materials Consultants in the department are available to the entire State, although in practice one serves about 40% of the school population in about 60% of the geographic area while the other serves about 60% of the school population in 40% of the geographic area. Special consultants serve sections of the State depending upon the number of professional persons in each specialized area. Areas served by department personnel include county offices, more than 1,500 school districts, institutions of higher education, and lay groups.

Workshops, Conferences, and Meetings

The staff of the Division of Instruction participated in 62 meetings of various types during 1961 related in part or in whole to NEM/AV activities with an estimated attendance of over 5,000 persons. Included in these meetings were 25 county teachers' institutes and 25 district workshops for in-service training. Several meetings held with county superintendents were devoted to the introduction of the Instructional Materials handbook.

Department Equipment and Materials

Inventory of Equipment and Materials

Available for use by the department staff are 14 items of NEM/AV equipment of eight different types: one motion picture projector, one filmstrip projector, two 2x2-slide projectors, two overhead projectors, two tape recorders, one record player, two units of photographic equipment and three miscellaneous items. The department owns less than 100 items of four different types of materials: 12 motion pictures, 50 filmstrips, six 2x2-slide sets, and some sample teaching machine programs. Available to department staff members are the equipment pools and libraries of materials available in State, county, and local NEM/AV service centers.

Distribution of Materials

The department does not distribute materials and equipment, since it is committed to the development of such distribution centers at the point of use.

Production of Materials

The department does not produce educational materials of any type for school use. Several of the staff members do make some materials for their own use. The department participates in the preparation of radio and television broadcasts for public information.

Publications

NEM/AV Publications

During 1961, the major NEM/AV publication was the handbook Instructional Materials. Thirty-five thousand copies of this publication were distributed throughout the State. Bibliographies of related NEM/AV materials appear regularly in curriculum guides which are published. Development of curriculum materials is generally a cooperative effort with school personnel, members of professional organizations, institutions of higher learning and department staff working together.

Department Publication Budget

During 1961, the department spent more than $248,000 on publication of 14 single publications of several thousands each, and two monthly series.

Research

Current NEM/AV Research

During 1961, no research related to NEM/AV activities was conducted. A request for a related study has been made under provisions of Title III of NDEA legislation.

Other Services Available

The department has its own educational research unit available, plus the services of institutions of higher education, local districts, and legislative-financed projects.

Television

Policy Including Legal Base

A sub-committee of a State School Problems Commission is currently studying the educational television situation with a view toward making recommendations for State policy and action.

Department Television Activity

The department, at the time of the study, was not directly involved in any operation, supervision, sponsorship, or direction of a television installation. The Superintendent of Public Instruction, in cooperation with the North Central Association of Colleges and Secondary Schools, sponsored in 1962 a Conference on Instructional Television to consider TV's role in areas such as classroom use, curriculum development, teacher training, retraining of the unskilled, and higher education. Existing ETV activities, Federal legislation, possible State networks, technical problems and the need for a plan of action were discussed. The department uses commercial broadcast television as a public information vehicle regarding the State educational program. The department is currently requesting the addition of a fulltime staff member to serve as a television specialist.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of regional and local equipment and materials NEM/AV service centers. These centers are envisioned as service units which provide a selection of materials and equipment, a professional staff for consultation and assistance, and an experimental materials production unit. Thirty-two county centers with libraries of motion pictures and other NEM/AV materials exist at present, jointly owned by school districts.

Professional Organizations

Department staff members have participated extensively in all phases of work in the Illinois Audio-Visual Association, and the Illinois Association of School Librarians. Professional organizations are represented on many committees connected with the Illinois Curriculum Program.

General NEM/AV Progress

It is the general opinion that NEM/AV service centers and materials production units are increasing slowly. Steady but slow progress is being made in the addition of part-time or fulltime personnel assigned to NEM/AV duties. Increasing more rapidly is the amount of money being spent on the acquisition of NEM/AV materials and equipment.

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INDIANA
STATE REPORT

STATE OF INDIANA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	36,291	38
2.	Total Population	4,662,498	11
3.	Population Change 1950-60	+18.5	20
4.	Percentage of Urbanization 1960	62.4	26
5.	Cities over 25,000 (19)	1,786,186	
6.	Per Capita Personal Income	$2,102	22

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	639,463	10
8.	Secondary Pupils	350,827	11
9.	All Teachers	36,763	12
10.	Teachers with Standard Credentials	34,063	
11.	Average Teacher Salary	$5,618	12
12.	Pupil-Teacher Ratio	27.5	11
13.	Pupil Population Change 1950-60	+47.5	19
14.	Per-Pupil Expenditure 1960-61	$372.00	26

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	3.3	35
16.	State Government	31.4	31
17.	Local Government	65.3	20
18.	SDE Professional Staff Members	35	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$102,360	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$157,682	

INDIANA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

NEM/AV services are a part of the responsibilities of the Division of School Libraries and Teaching Materials. NEM/AV services are the direct responsibility of the Audio-Visual Supervisor.

Methods of Handling NEM/AV Activities

All NEM/AV services are provided on a statewide basis to the 92 counties (approximately 320 superintendencies) in Indiana. The NEM/AV supervisor works directly with school districts requesting his assistance. He also works closely with the entire department staff as need for his special competencies arises.

Time Spent on NEM/AV Activities

The Audio-Visual Supervisor spends fulltime on NEM/AV work; his secretary spends one hundred per cent of her time on NEM/AV. In addition, the Division Director and five staff members responsible for foreign languages, mathematics and science spend an estimated minimum of ten per cent of their time on NEM/AV activities.

Qualifications for NEM/AV Personnel

All Indiana State government personnel specifications are being revised. The division is recommending a doctorate plus a minimum of five years teaching experience for appointment to the position of Audio-Visual Supervisor.

NEM/AV Finance in the Department

Financial support for NEM/AV activities separately identifiable in the budget totaled $15,000 for the 1960-61 fiscal year.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

A set of policies, regulations, and criteria have been developed for the accreditation of all elementary and secondary schools by the State Board of Education. These requirements are mandatory and have the effect of law.

NEM/AV Standards in Accreditation

Personnel with specific responsibilities related to NEM/AV activities should meet the requirements indicated under "Certification" below. No standards regarding equipment are included in accreditation standards. Depending upon classification, by law, schools are required to spend annually for instructional materials, on a per pupil basis, amounts ranging from $1.25 to $2.50. The total minimum per pupil expenditure per building ranges from $100 to $500. New schools must spend a minimum amount of $3.75 annually per pupil, regardless of classification and amounts ranging from $500 to $1,500 initially for teaching materials. These sums do not include monies spent for textbooks or NEM/AV equipment items.

School Plant Standards

School plant standards pertaining to NEM/AV are being revised. Present standards are adequate for electric power supply and outlets in classrooms. Standards covering light control for darkening classrooms and conduits for radio and television are being revised. Additions include provisions for hanging screens and storage areas for NEM/AV equipment and materials, as well as space for the production of NEM/AV materials.

NEM/AV Equipment Standards

General NEM/AV Standards

The Department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification for junior high school teachers requires NEM/AV course work.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

School personnel responsible for NEM/AV services must have an appropriate teaching credential. In addition, depending upon the degree of responsibility, they should hold one of two credentials, each of which requires a 24-semester-hour minor in library and/or audiovisual education: Audio-Visual Communications Certificate or Audio-Visual Supervisor Certificate. A provisional certificate permits a person to hold an audiovisual position while he completes requirements for one of the above credentials.

School Librarians

NEM/AV courses are required for the school librarians credential.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

The NEM/AV supervisor is the Department representative on all NEM/AV matters in Indiana. Within the Department, he works with staff members as they may need his assistance. Sources of requests for help in NEM/AV activities come most frequently by mail, then from informal contacts at meetings, and about equally by Department staff visits to local schools and school personnel visits to the Department.

Workshops, Conferences, and Meetings

During the school year 1960-61, 22 workshops and conferences were conducted by the NEM/AV supervisor. These meetings covered subjects ranging from local production of inexpensive materials to airborne television. Participants (numbering approximately 1,000) included educational personnel at all levels.

Department Equipment and Materials

Inventory of Equipment and Materials

The department has a total of 14 units of NDEA/AV equipment of 12 types including one 16mm-motion picture projector, one combination filmstrip-slide projector, one overhead projector, one opaque projector, one phonograph, three tape recorders, one TV set, and photographic equipment. Twenty-six motion pictures and fifty 2x2 slides are available to department staff members. (The Audio-Visual Supervisor personally owns and uses a number of models and other items.)

Distribution of Materials

The department does not distribute NDEA/AV materials for local school use.

Production of Materials

A limited number of materials are currently being produced by and for department staff members only. A graphic and still photographic service is now available.

Publications

NDEA/AV Publications

Issues of the official department periodicals often include articles dealing with NDEA/AV matters. Curriculum guides and courses of study contain lists of NDEA/AV materials. The department released a total of 18 publications during the past school year.

Department Publication Budget

The total printing budget for the department was $22,000 for the 1960-61 school year.

Research

Current NDEA/AV Research

During 1961, the department did not conduct or request any formal research studies related to NDEA/AV activities.

Other Research Services Available

Research facilities available for NDEA/AV studies include the department's educational research unit, institutions of higher learning, and school districts.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

The department has served in a consultant's role to Indiana schools and to the Midwest Program for Airborne Television Instruction.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The division encourages the development of local NEM/AV centers. It is not encouraging the development of a State NEM/AV service center. The division favors the development of a State ETV network. It is encouraging local production of inexpensive NEM/AV materials.

Professional Organizations

No strong NEM/AV professional organization exists in Indiana at the present time. The division is encouraging the development of such a professional organization and has participated with NEM/AV professional groups in these efforts.

Progress in NEM/AV

The growth of NEM/AV materials centers is progressing slowly as is the increase in the number of professional personnel engaged in part- and fulltime NEM/AV activity. The amount of money being spent for NEM/AV activities is increasing slowly.

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IOWA
STATE REPORT

STATE OF IOWA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

		State Rank
1. Geographic Area (in square miles)	56,290	25
2. Total Population	2,757,537	24
3. Population Change 1950-60	+5.2	42
4. Percentage of Urbanization 1960	53.0	36
5. Cities over 25,000 (13)	818,597	
6. Per Capita Personal Income	$1,953	30

PUPILS AND TEACHERS . . . .

		State Rank
7. Elementary Pupils	376,184	24
8. Secondary Pupils	213,315	23
9. All Teachers	26,621	20
10. Teachers with Standard Credentials	26,341	
11. Average Teacher Salary	$4,582	31
12. Pupil-Teacher Ratio	22.1	44
13. Pupil Population Change 1950-60	+23.0	40
14. Per-Pupil Expenditure 1960-61	$400.00	21

RELATED STATISTICS . . . .

		State Rank
Percentage of School Revenue by Source		
15. Federal Government	3.0	35
16. State Government	11.6	47
17. Local Government	85.4	4
18. SDE Professional Staff Members	61	
19. Federal Funds for State Services Under Title III, NDEA 1959-60	$62,406	
20. SDE Research and Utilization Funds (NDEA) 1959-60	$20,880	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Iowa

Mr. Clifton L. Kessler
Consultant, Audio-Visual Services
Department of Public Instruction

Time Spent on NDEA/AV Activities. We now have employed a full-time Audio-Visual Consultant.

IOWA -- DEPARTMENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility for NEM/AV activities resides in the Division of Advanced Education and Instructional Services. There is a fulltime professional assignment for a Consultant in Curriculum Development, on leave at the time of the study, who also gives leadership in NEM/AV matters. Ten other consultants, most of whom carry part-time NDEA responsibilities, give NEM/AV advice in the course of their duties.

Methods of Handling NEM/AV Activities

Consultants assist in the preparation of curriculum guides, participate in workshops and conferences, cooperate with institutions of higher education and help teachers and administrators in matters related to NEM/AV uses. They serve the State as a whole with its 1,234 school districts. This number includes over 250 one-teacher schools and 125 two- and three-teacher schools.

Time Spent on NEM/AV Activities

The Consultant in Community College and Continuing Education and the Consultant in Curriculum Development spend 10 per cent or more of their time on NEM/AV matters. Time spent by the other 10 consultants is incidental to their special responsibilities.

Qualifications for NEM/AV Personnel

No educational requirements related to NEM/AV exist for department personnel. For general positions, a master's degree with teaching and administrative or supervisory experience is required.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget due to the division of departmental responsibilities.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Standards governing the approval of school districts have been developed by the State. These standards with descriptive criteria for each are used by schools as an evaluative instrument and a guide to the development of improved educational programs. The standards are mandatory for all schools; however, the descriptive criteria in many cases go beyond the minimum requirements of the standards.

NEM/AV Standards in Accreditation

Minimum standards specify an approved globe for each classroom in grades three to eight and one for the secondary school library; also, that audiovisual materials and equipment be adequate and be used to meet the needs of instruction for all courses. The descriptive criteria include general reference to provisions for use of NEM/AV materials and equipment.

Standards for centralized school libraries in both elementary and secondary schools include provisions for NEM/AV materials and equipment. Descriptive criteria recommend the library be used as a materials center, provide storage space and areas for preview and the preparation of instructional materials. These criteria also specify types of NEM/AV equipment and materials to be included, and indicate that school librarians should assist teachers in procuring and using NEM/AV materials.

School Plant Standards

There are no legal State standards for school buildings but some conventional building standards for ventilation, lighting, and other facilities are recommended in a department bulletin.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Standards Related to NEM/AV

Classroom Teachers, Administrators, and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements for a teacher-librarian for half-time service or less include three hours in methods and materials of audiovisual instruction.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities. No statistics for these expenditures are available.

LEADERSHIP SERVICES

Consultation

Department staff help schools develop programs in relation to the accreditation standards and descriptive criteria. They also consult with school groups in preparation of curriculum guides. These activities often require consultation on the acquisition and use of NEM/AV materials and equipment. Requests for services come primarily from visits by staff members to local districts.

Workshops, Conferences, and Meetings

Consultants participated in seven one-day NEM/AV meetings sponsored by the Iowa Committee on New Media and Audio-Visual Education. Approximately 1,400 teachers took part in these meetings.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns one motion picture projector, one combination filmstrip-slide projector, one overhead projector, three tape recorders, one combination tape recorder and slide projector, and four miscellaneous units. These are primarily for staff use. Equipment for meetings is usually borrowed from local districts and institutions of higher learning. Ten films are available to the staff; other materials are individually developed and owned by staff members. Materials may be obtained from university and college audiovisual centers. Materials given to the department are also deposited in these centers.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

During 1961 the department cooperated with the State University of Iowa in the production of two motion pictures, and with the State institutions of higher learning in the production of 120 kinescopes of the Iowa TV Schooltime telecasts. Kinescopes are available as motion picture prints from the college and university audiovisual centers.

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which related in whole or in part to NEM/AV topics. The record for all publications by the department indicated a total of 131 publications. The budget for all publications by the department was not identifiable.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Other Research Services Available

No research agencies are available to the department to conduct studies related to NEM/AV activities.

Television

Policy Including Legal Base

By policy, the State department supports educational television and seeks to give leadership in this field. The only legal base to date appears to be legislative action which approved in principle the establishment of a statewide network connected with a proposed "Upper Midwest Six-State Educational Television Network."

Department Television Activity

The Iowa Joint Committee on Educational Television is an organization of representatives of the State Board of Public Instruction and the State Board of Regents. At the time of the study, this committee had asked the Governor to appoint the State Board of Public Instruction and the State Board of Regents as the official educational agency to work on aspects of a proposed statewide network of ETV stations. This agency would work with an advisory committee representing all intergroups in educational television. The State Superintendent of Public Instruction is the current chairman of the Iowa Joint Committee on Educational Television.

The Joint Committee is in charge of Iowa TV Schooltime programs used in more than 1,700 elementary and junior high classrooms. The department finances a portion of the costs of the television series broadcast daily from three stations for in-school viewing.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

No department policy exists relative to the development of local or regional NEM/AV materials or production centers. In general, the department does not favor centralization of services at the State level.

Professional Organizations

It is the opinion of department staff members that a strong professional NEM/AV organization exists and the department cooperates with it as much as possible.

General NEM/AV Progress

It is the general opinion that local graphic materials production units and the number of school employees devoting part- or fulltime to NEM/AV services are increasing fairly rapidly. There is evidence that the NEM/AV distribution centers and the amount of money spent on the acquisition of NEM/AV materials and equipment are increasing slowly.

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KANSAS
STATE REPORT

222-128

STATE OF KANSAS

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	82,264	14
2.	Total Population	2,178,611	28
3.	Population Change 1950-60	+14.3	26
4.	Percentage of Urbanization 1960	61.0	29
5.	Cities over 25,000 (6)	606,636	
6.	Per Capita Personal Income	$1,994	24

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	337,385	26
8.	Secondary Pupils	117,486	33
9.	All Teachers	22,085	25
10.	Teachers with Standard Credentials	22,085	
11.	Average Teacher Salary	$4,575	32
12.	Pupil-Teacher Ratio	21.5	43
13.	Pupil Population Change 1950-60	+39.3	28
14.	Per-Pupil Expenditure 1960-61	$384.00	24

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	5.2	18
16.	State Government	22.7	42
17.	Local Government	72.1	10
18.	SDE Professional Staff Members	61	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$46,319	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$16,985	

KANSAS -- STATE DEPARTMENT OF PUBLIC INSTRUCTION

NDEA/AV ORGANIZATION

Personnel

Responsibility for NDEA/AV Activities

The Division of Instructional Services is responsible for NDEA/AV activities. These activities are largely assigned to its Audio-Visual Consultant.

Methods of Handling NDEA/AV Activities

The State is divided into eight sections. Each member of the Curriculum Section is responsible, on a rotating basis, for one of these regions for general curriculum liaison. The NDEA/AV consultant has general curriculum liaison responsibility for one of these regions and is responsible for covering all the sections, statewide, for NDEA/AV.

Time Spent on NDEA/AV Activities

The NDEA/AV consultant spends approximately fifty per cent of his time on such work. Five other consultants spend approximately ten per cent of their time on NDEA/AV problems in their special areas of responsibility. Thus, the total department personnel time spent on NDEA/AV work equals approximately one fulltime person.

Qualifications for NDEA/AV Personnel

The audiovisual consultant is required to have at least a master's degree and five years of successful educational experience.

NDEA/AV Finance in the Department

Department expenditures for NDEA/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Elementary schools are accredited by the department on the basis of an October organization report, reports of visiting supervisors, and reports from the county superintendent. Secondary schools are accredited by the department on a basis of a self-appraisal report, provided by the school, which is reviewed by a department accreditation committee.

NEM/AV Standards in Accreditation

At present no accreditation standards apply to NEM/AV personnel, equipment, or materials. The NEM/AV consultant, with the help of an advisory committee, is developing standards applying to personnel, equipment, and materials. These standards will be considered for adoption during 1963.

School Plant Standards

The State legislature has adopted all national construction codes covering buildings. The department has adopted the Guide for Planning School Plants, by the National Council on Schoolhouse Construction, as a guide for Kansas school construction. The standards established in the guide are recommended.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for State and Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

No estimate of services rendered was obtained. (See "Methods of Handling NEM/AV Activities" above.)

Workshops, Conferences, and Meetings

In general, the department policy is to avoid calling meetings. Local school authorities and professional organizations are encouraged by the department to conduct professional meetings. Department personnel by policy are encouraged to participate in such meetings. During 1961, the NEM/AV consultant, on request of the State audiovisual professional group, organized one meeting on programed learning. This meeting was combined with a KASCD meeting and had a daytime attendance of approximately 100 persons. The evening session had an attendance of 25.

Department Equipment and Materials

Inventory of Equipment and Materials

The department has a total of 11 NEM/AV major equipment items including two 16mm-motion picture projectors, one combination filmstrip-slide projector, one automatic 2x2-slide projector, one overhead projector, three tape recorders, one phonograph, and three cameras, together with minor items and accessories. It has approximately 800 items of NEM/AV materials for staff use including 40 filmstrips, 250 2x2 slides, 20 transparencies and approximately 500 single graphic items of which most are photographics.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

Materials produced are for the exclusive use of department personnel.

Publications

NEM/AV Publications

During 1961, the department issued one publication concerned with NEM/AV titled Audio-Visual and Other Instructional Materials. A second publication, A Curriculum Guide for the Secondary Schools of Kansas, contains references to NEM/AV materials. An important pamphlet, Audio-Visual Materials for Improving Instruction, was published by the department in 1955. (See "Television" below.)

Department Publication Budget

The budget for publications by the department was not identifiable as to its total amount or a particular item published.

Research

Current NEM/AV Research

No research covering NEM/AV other than on ETV was conducted in 1960-61 by the department. (See "Television" below.) By law the department is required to collect statistics covering many phases of education, but the department has no research unit and has never been able to process the statistics.

Other Research Services Available

Ordinarily the department uses State institutions of higher learning to conduct its research studies. However, the ETV survey was a contract involving an out-of-state agency as provided by a legislative grant.

Television

Policy Including Legal Base and Department Television Activity

The State Superintendent of Public Instruction cooperated in an

ETV feasibility survey. The survey, financed by a legislative grant of $27,000, was conducted by the education committee of the Legislative Council. The survey report in 1962 was titled *A Survey and Report Concerned with the Feasibility of an ETV Network for the State of Kansas.* Consideration of the recommendations is now before the Kansas Legislature. The department as a whole, and especially the NDEA/AV consultant, has taken an active position of leadership in support of the report. If the legislature approves funds for the network, it will be constructed and operated under the authority of a State ETV Authority, if recommendations of the survey are accepted by the legislature.

GENERAL POLICIES AND COMMENTS

NDEA/AV Centers

The department encourages the development of NDEA/AV service centers on a regional or local basis. It does not feel it should operate such a center nor does it support a central State center for Kansas. It does not encourage the development of regional production centers but is encouraging cooperation between existing NDEA/AV service centers having production programs.

Professional Organizations

The NDEA/AV professional group in Kansas is being reorganized and strengthened. The department policy is to cooperate with professional organizations.

General NDEA/AV Progress

Establishment or growth of new NDEA/AV centers is increasing slowly in Kansas. There is a slow increase in the number of part-time employees assigned to such responsibilities. There has been no significant change in the amount of money available for NDEA/AV activities, except as stimulated by NDEA help.

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STATE OF KENTUCKY

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	40,395	37
2.	Total Population	3,038,156	22
3.	Population Change 1950-60	+3.2	43
4.	Percentage of Urbanization 1960	44.5	41
5.	Cities over 25,000 (8)	666,752	
6.	Per Capita Personal Income	$1,574	44

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	447,000	20
8.	Secondary Pupils	178,000	27
9.	All Teachers	23,735	24
10.	Teachers with Standard Credentials	21,257	
11.	Average Teacher Salary	$4,069	41
12.	Pupil-Teacher Ratio	26.3	17
13.	Pupil Population Change 1950-60	+13.4	46
14.	Per-Pupil Expenditure 1960-61	$275.00	41

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	4.4	27
16.	State Government	55.3	11
17.	Local Government	40.3	37
18.	SDE Professional Staff Members	78	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$176,341	—
20.	SDE Research and Utilization Funds (NDEA) 1959-60	0	

KENTUCKY -- STATE DEPARTMENT OF EDUCATION

NDEA/AV ORGANIZATION

Personnel

Responsibility for NDEA/AV Activities

The Division of Textbooks and Instructional Materials is a part of the Bureau of Instruction, an administrative unit in the Section on Instruction. The Division carries major responsibilities for NDEA/AV activity in the Department.

Methods of Handling NDEA/AV Activities

The Division has a full-time Assistant Director who carries out statewide activities related to NDEA/AV. The NDEA Program Coordinator serves the State relative to NDEA/AV matters. Two Science Coordinators participate in statewide NDEA/AV activity. Six General Supervisors and six Primary-grade Supervisors provide some NDEA/AV services. Five part-time consultants with joint appointments in the Department and State colleges offer limited assistance in NDEA/AV in-service programs.

Time Spent on NDEA/AV Activities

The Assistant Director spends one-half time in NDEA/AV activity; the NDEA Coordinator performs NDEA/AV services eighty per cent of his time; the two Science Coordinators devote one-half time each to NDEA/AV activity; the 12 supervisors spend less than ten per cent each in new educational media services; five part-time consultants spend about five per cent each in new educational media service. Full-time equivalent positions total 3.11.

Qualifications for NDEA/AV Personnel

There are no specific qualifications related to NDEA/AV training or experience for Department personnel with responsibility in these activities.

NDEA/AV Finance in the Department

Department expenditures for NDEA/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation standards have been developed by the department for both elementary and secondary schools. Accreditation is based upon department evaluation and recommendation to the State Board of Education.

NEM/AV Standards in Accreditation:

Application of a multiple-standards approach is used and requires schools in each class to meet general standards for all schools as well as added specific class standards. General standards are mandatory for minimum program accreditation; added class standards are recommended. Reference to NEM/AV items in the general standards is non-specific, though equipment and materials are considered as a part of the accreditation evaluation. Experience and training of personnel required through certification (See "Certification" below.) is the only specific NEM/AV requirement related to accreditation.

School Plant Standards

The planning and construction of schools in Kentucky are principally the responsibility of the local district. The function of the department in this area is that of service. The department does not have specific requirements referring to NEM/AV facilities in school buildings. All new buildings are subject to the approval of the department's Division of Buildings and Grounds, Division of Instruction, and Division of Finance before bids are accepted. Some changes in specifications related to NEM/AV are anticipated because of the introduction of statewide TV into the program.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements contain references to pre-service training required of elementary and secondary teachers. This requirement is included within the professional education block of skills and methods. It is anticipated that the recent (1962) adoption of a statewide system for ETV will increase the requirements in NEM/AV training for teachers.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience except as specified in the basic teaching credential. (See section above.)

NEM/AV Personnel

Special training is required for General Supervisors performing NEM/AV services although no special credential is issued. In order to qualify for supervision in these positions, persons must have taken six hours in audiovisual education beyond the basic requirement. (See "Classroom Teachers" section above.)

School Librarians

Certification requirements do not contain references to NEM/AV training or experience except as specified in the basic teaching credential.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

Department staff concerned with NEM/AV services are responsible for the State as a whole. Specialization by area is restricted to part-time staff members on joint appointments with five State colleges. The staff works with all school units in the State dealing primarily with in-service programs. Department staff visits to local districts and mail and phone inquiries are the two major sources of requests for NEM/AV services. Other ways in which requests are received are through local school personnel visitations to the department and informal contacts at meetings and workshops.

Workshops, Conferences, and Meetings

The department sponsored or co-sponsored three conferences and workshops related to new educational media matters. Attendance at these workshops totaled 325 professional educators of all levels and members of the State legislature. The total number of all conferences and workshops sponsored by all units of the department during 1961 was estimated to be 224.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains an inventory of equipment for use in the department conferences and workshops. Additional equipment is borrowed from commercial distributors when needed. Equipment owned by the department includes two 16mm-motion picture projectors, four combination filmstrip-slide projectors, one opaque projector, two tape recorders, and two 35mm cameras. Materials available for staff use and owned by the department are forty 16mm-motion pictures and 26 filmstrips.

Distribution of Materials

The department has recently added twenty 16mm films for circulation to schools, lay groups, and other State agencies. Although the department does not operate a film library, it is contemplated that additional motion pictures will be added to the collection.

Production of Materials

During 1961, the department did not produce any educational materials for use in the public schools. In the past this activity has been carried out, but lack of personnel does not permit the activity at present.

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which related in whole or in part to NEM/AV topics.

Department Publication Budget

The total number of serial and one-time publications issued by the entire department was estimated to be 245; estimated publication budget for the entire department, $32,000.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities. During this period the Kentucky Legislative Research Commission carried out preliminary investigation regarding the possible uses of television in the educational system of the State. The Commission appointed an Advisory Committee on Educational Television to conduct a factual study of the problem within the State. The research report and a proposed plan for statewide ETV resulted from this study. The department personnel assisted the Committee in part of the study.

Other Research Services Available

Research facilities available to the department include the general State government research agency, the department research unit, local school units and, on a contract basis, State institutions of higher education. Cooperative research has been carried out in the past with other State department offices.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State. Subsequent to the 1960-61 period, the Kentucky Authority for Educational Television was organized. This Authority was created by an act of the legislature and is composed of nine members appointed by the Governor. Two members of the Authority are State Department of Education personell, namely, the Superintendent of Public Instruction and the Head of the Bureau of Instruction. The Authority will be responsible for establishing production centers which will make possible educational television throughout Kentucky within the next six years. This will be ground base operation and capital construction will be completed through the issuance of bonds at the State level. Receivers and certain other equipment and materials which become a part of the program will be the financial responsibility of the local school district. Enabling legislation in the form of a direct substantial appropriation awaits action of the 1964 general assembly.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department has encouraged development of materials distribution centers on the local level. Consistent with this policy, the department does not believe a central distribution center should be operated by the department except for specialized materials. Development of production facilities on a regional basis is to be encouraged. Recent activity in television and Title III programs has stimulated statewide interest and participation.

Professional Organizations

The department encourages the development of a professional group concerned with NEM/AV and has participated in its activities.

General NEM/AV Progress

Establishment of NEM/AV distribution and graphic production centers over the past 15 years has increased at a slow rate. The number of part-time personnel engaged in NEM/AV activity has increased rapidly; fulltime new educational media employees have increased at a slower rate. The amount of money expended for equipment and materials has been slowly increased since World War II.

LOUISIANA
STATE REPORT

STATE OF LOUISIANA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	48,523	31
2.	Total Population	3,257,022	20
3.	Population Change 1950-60	+21.4	17
4.	Percentage of Urbanization 1960	63.3	24
5.	Cities over 25,000 (9)	1,192,037	
6.	Per Capita Personal Income	$1,575	40

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	560,000	16
8.	Secondary Pupils	165,875	29
9.	All Teachers	27,118	19
10.	Teachers with Standard Credentials	25,618	
11.	Average Teacher Salary	$4,975	24
12.	Pupil-Teacher Ratio	26.8	15
13.	Pupil Population Change 1950-60	+42.2	27
14.	Per-Pupil Expenditure 1960-61	$370.00	27

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	2.3	42
16.	State Government	68.2	7
17.	Local Government	29.5	43
18.	SDE Professional Staff Members	84	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$78,152	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$10,251	

LOUISIANA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The primary responsibility for NEM/AV is within the Division of School Administration. This NEM/AV unit operates under the direction of a Supervisor of Audio-Visual Education. Three special subject matter supervisors assist in NEM/AV work as it relates to their special assignments. The NEM/AV unit operates nine film libraries.

Methods of Handling NEM/AV Activities

Louisiana has 67 parishes (64 county and three city school districts). The NEM/AV supervisor serves statewide, administering the nine film libraries. By department policy the Audio-Visual Supervisor must visit, personally, at least 100 schools per year as do other department supervisors. He is also responsible for departmental leadership in matters concerning NEM/AV.

Time Spent on NEM/AV Activities

The Audio-Visual Supervisor spends one hundred per cent of his time on his program. Three special subject matter supervisors spend approximately ten per cent of their time on NEM/AV work. Personnel operating the nine film libraries are attached to the institutions where the libraries are located and are not listed as members of the department staff.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility for these activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

All public schools are accredited by the department. Accreditation standards were State-developed.

NEM/AV Standards in Accreditation

Accreditation standards are mandatory. NEM/AV standards are recommended. Recommendations include a list of equipment, provision of a storage room, appointment of a building coordinator, and the use of student operator clubs.

School Plant Standards

School plant standards refer to NEM/AV items and are recommended.

NEM/AV Equipment Standards

General NEM/AV Standards

Minimum numbers of equipment items are recommended.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain reference to NEM/AV training or experience. However, the department recommends that teacher education institutions require a minimum of six semester-hours of NEM/AV courses for graduation.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

During 1960-61 school year the department distributed specifically-marked funds to school districts for NEM/AV purposes. These funds, totaling $15,000, were used entirely by the districts to assist in the operation of the nine department-operated film libraries.

State aid general purpose education funds may be used subject to local board authorization for NEM/AV purposes.

LEADERSHIP SERVICES

Consultation

With the exception of film bookings, sources of requests to the department for NEM/AV services come in the following rank order: staff members visits to local districts (highest), mail or phone requests to the department, informal contacts at meetings, and school personnel visits to the department.

Workshops, Conferences, and Meetings

The department conducted a total of 16 meetings covering NEM/AV subjects for teachers, supervisors, and administrators during 1961. These meetings had a total attendance of approximately 6,500 persons.

Department Equipment and Materials

Inventory of Equipment and Materials

The department has for use by its personnel twenty-one 16mm motion picture projectors, five combination filmstrip-slide projectors, five 2x2-slide projectors, one overhead projector, five tape recorders, one phonograph, five radios, two closed-circuit TV units and one 16mm camera, exclusive of stationary tape recording and duplicating equipment. Materials include approximately 30,000 motion pictures in the film loan libraries, 200 filmstrips, 100 tape recordings, 100 disc recordings and a number of miscellaneous graphic items.

Distrioution of Materials

The department operates nine regional film libraries which contain 30,000 motion pictures. These films are available for classroom use to any school in the State. Other materials and all equipment are for the use of department staff only.

Production of Materials

The department does not maintain NEM/AV production facilities. During 1961 the department produced, through commercial firms, 10 instructional films. An undesignated number of radio and television broadcasts were produced by departmental personnel. Tape recordings were made of many of the radio broadcasts. The department maintains a tape recording and duplicating service for schools.

Publications

NEM/AV Publications

During 1962 the department published and distributed 15,000 copies (mimeographed) of "List of Audio-Visual Materials, How and Why They May Be Used in the Instructional Program." The department published also a list (mimeographed) of NEM/AV directors. Each year the department publishes and distributes to all teachers a catalog of the film libraries.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of local and/or regional NEM/AV service centers. Under this policy approximately one-half of the State's 67 school districts have developed basic film libraries. The department also operates nine regional film distribution centers.

Professional Organizations

The department has cooperated with and aided in the formation of a strong NEM/AV professional organization, the Audio-Visual Section of the Louisiana Teachers Association.

General NEM/AV Progress

There is a rapid increase in the establishment and growth of new NEM/AV centers in the State. Likewise, there is a rapid increase in the number of full- and part-time persons assigned to NEM/AV responsibilities. There is also a rapid increase in funds budgeted and spent for NEM/AV activities.

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MAINE
STATE REPORT

STATE OF MAINE

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE

			State Rank
1.	Geographic Area (in square miles)	33,215	39
2.	Total Population	969,265	36
3.	Population Change 1950-60	+6.1	41
4.	Percentage of Urbanization 1960	51.3	38
5.	Cities over 25,000 (3)	151,366	
6.	Per Capita Personal Income	$1,768	38

PUPILS AND TEACHERS

			State Rank
7.	Elementary Pupils	156,795	36
8.	Secondary Pupils	50,466	41
9.	All Teachers	8,531	38
10.	Teachers with Standard Credentials	8,175	
11.	Average Teacher Salary	$4,210	38
12.	Pupil-Teacher Ratio	24.3	28
13.	Pupil Population Change 1950-60	+28.8	35
14.	Per-Pupil Expenditure 1960-61	$326.00	36

RELATED STATISTICS

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	3.7	31
16.	State Government	29.6	32
17.	Local Government	66.7	17
18.	SDE Professional Staff Members	38	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$21,253	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Maine

Dr. Philip A. Annas
Executive Director
Division of Instruction
Department of Education

On Page III-153, second paragraph - Methods of Handling NEM/AV Activities - to read as follows:

While every member of the staff of the Division of Instruction is concerned with NEM/AV activities, in practice, questions are generally referred to three members who have developed special competency in that area. The Director pays special attention to NEM/AV matters concerning policy and administration. One supervisor is assigned exclusively to the development of ETV programs. Another is assigned part-time as consultant on audio-visual aids.

Page III-153, fifth paragraph - NEM/AV Finance in the Department -

A special appropriation of $25,000 provides for ETV activities budgeted as follows: salaries, $7,500; travel, $1,250; program production, materials for circulation, and other expenses, $16,250.

Page III-153, last paragraph - General Method for Accreditation -

Elementary schools are not accredited. The department uses State-developed standards which are recommended. Secondary schools are accredited. (Rest of paragraph as written.)

Page III-156, fourth paragraph - NEM/AV Publications -

Beginning in 1958, the department published manuals for ETV broadcasts. Prior to this time, no publication activity was reported.

Page III-157, third paragraph - NEM/AV Centers -

The department is encouraging the development of local NEM/AV service centers. It is encouraging further development of a State center at the University of Maine and does not feel it should operate such a center. The department is encouraging the development of regional (several states) ETV producing centers. It encourages cooperation between regional ETV production centers.

MAINE -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility for NEM/AV is the responsibility of the Division of Instruction. All persons assigned to NEM/AV activities are responsible to the Director of the Division.

Methods of Handling NEM/AV Activities

While every member of the staff of the Division of Instruction is concerned with NEM/AV activities, in practice, questions are generally referred to two members who have developed special competency in that area. The Director pays special attention to NEM/AV matters concerning policy and administration. One supervisor is assigned exclusively to the development of ETV programs.

Time Spent on NEM/AV Activities

The supervisor of ETV spends fulltime, his secretary one-half time, on NEM/AV activities. No estimate was available on the time spent on NEM/AV work by other department staff members.

Qualifications for NEM/AV Personnel

The supervisor of ETV must either have or be working toward a master's degree. No special NEM/AV qualifications are required of other members of the division staff.

NEM/AV Finance in the Department

A special appropriation of $25,000 provides for ETV activities budgeted approximately as follows: salaries, $7,500; travel, $1,250; publications, materials for circulation, and other expenses, $16,250.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Elementary schools are not accredited. The department uses

State-developed standards which are recommended. Accreditation procedures start with an examination of the school-community by the school's administrative staff and its faculty. This is followed by a written statement made to the department, describing the school's philosophy, activities and resources. A visiting committee qualified to appraise its functions follows. The department then determines accreditation from the reports submitted by the school and the visiting committee.

NEM/AV Standards in Accreditation

No requirements related to NEM/AV matters are applied in the accrediting processes. Accreditation standards make no reference to NEM/AV personnel, materials, or equipment.

School Plant Standards

The department's Guide and Standards for Planning School Buidings in Maine,(1958) revised edition, makes no reference to NEM/AV standards.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Note: The department recommends to teacher education institutions that they require of teacher candidates, training and experience in NEM/AV. In practice, most Maine teacher education institutions follow this recommendation.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

Subject to local board authority, certain State aid school funds may be used for NEM/AV activities. No figures are available covering such expenditures.

LEADERSHIP SERVICES

Consultation

(See above "Methods of Handling NEM/AV Activities.") Two staff members of the Division of Instruction handle requests for information made to the department. Other staff members of the division, when on field service trips, provide information and advice regarding NEM/AV. Sources of requests for help in NEM/AV assistance are made to the department in the following rank order: mail and phone inquiries, school personnel visits to the department, staff members visits to local districts, and staff members informal contacts at meetings.

Workshops, Conferences, and Meetings

During the school year of 1961, department personnel conducted approximately 100 meetings covering some phase of NEM/AV (often ETV) for educational and lay personnel with an average attendance of 75 persons each. Two two-week workshops for teaching personnel included one day each dealing with NEM/AV on a cross-media approach. Each of these workshops had an attendance of approximately 20. A two-day workshop for teachers covering NEM/AV was held with an approximate attendance of 35 persons.

Department Equipment and Materials

Inventory of Equipment and Materials

The department has 14 major pieces of NEM/AV equipment including a language laboratory demonstration unit, two 16mm-motion picture projectors, one overhead projector, one tape recorder, one TV set and four combination filmstrip-slide projectors. Materials include 798 items ranging from 600 2x2-slides, 24 filmstrips, and 24 tape recordings to an assortment of graphic items. The division is presently organizing a department instructional materials laboratory.

Distribution of Materials

The equipment and materials are for the exclusive use of the department staff, and are kept in the personal possession of staff members using them.

Production of Materials

With the exception of ETV programs, no NEM/AV materials were produced for school use.

Publications

NEM/AV Publications

Beginning in 1962, the department published five manuals for ETV broadcasts. Prior to this time, no publication activity was reported.

Department Publication Budget

The department budget for all publications was $4,872.

Research

Current NEM/AV Research

The department conducted an ETV study covering "Intellectual Stimulation of Gifted Pupils in Small Secondary Schools Through Televised Instruction."

Other Research Services Available

The department has just established a research and statistics unit. The University of Maine research facilities are available and have been used by the department for NEM/AV research.

Television

Policy Including Legal Base

The department has legal authority to engage in ETV activities. It has a special appropriation authorized by the State legislature to produce ETV programs which are currently being broadcast over commercial TV stations. The department feels television should be used in Maine to bring enrichment programs to the schools.

Department Television Activity

The department is vigorously promoting ETV in support of a State ETV network. A State referendum covering a $1,500,000 bond issue for a statewide ETV network passed in June of 1962.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department is encouraging the development of local and regional NEM/AV service centers. It is encouraging the development of a State center at the University of Maine and does not feel it should operate such a center. The department is encouraging the development of regional ETV producing centers. It encourages cooperation between regional ETV production centers.

Professional Organizations

Maine has no strong NEM/AV professional organization. The department is encouraging the growth of such an organization and cooperates with NEM/AV professional groups.

General NEM/AV Progress

There has been a rapid growth of NEM/AV service centers. A slow increase in the number of professional personnel working both half- and fulltime in such centers has occurred. There is a slow increase in the money spent for NEM/AV activities in the State.

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MARYLAND
STATE REPORT

STATE OF MARYLAND

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

		State Rank
1. Geographic Area (in square miles)	10,577	42
2. Total Population	3,100,689	21
3. Population Change 1950-60	+32.3	9
4. Percentage of Urbanization 1960	72.7	16
5. Cities over 25,000 (4)	1,017,245	
6. Per Capita Personal Income	$2,343	10

PUPILS AND TEACHERS . . . .

		State Rank
7. Elementary Pupils	370,235	25
8. Secondary Pupils	264,753	17
9. All Teachers	24,929	23
10. Teachers with Standard Credentials	18,477	
11. Average Teacher Salary	$5,680	11
12. Pupil-Teacher Ratio	25.5	25
13. Pupil Population Change 1950-60	+74.5	7
14. Per-Pupil Expenditure 1960-61	$415.00	17

RELATED STATISTICS . . . .

		State Rank
Percentage of School Revenue by Source		
15. Federal Government	5.0	20
16. State Government	36.5	28
17. Local Government	58.5	23
18. SDE Professional Staff Members	52	
19. Federal Funds for State Services Under Title III, NDEA 1959-60	$65,476	
20. NEM Research and Utilization Funds (NDEA) 1959-60	0	

MARYLAND -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Maryland does not have a separate organizational unit devoted to NEM/AV. The entire Division of Instruction as well as the Division of Vocational Education and Division of Research handle this responsibility.

Methods of Handling NEM/AV Activities

The department has assigned special responsibility to a Supervisor of Curriculum in regard to NEM/AV matters. Five other general supervisors, elementary and secondary, and 14 supervisors in special fields also have some responsibility in this area. One fulltime department subject matter supervisor spends about forty per cent time in NEM/AV matters. The Director of Research and the Director of Special Projects (including ETV) have major NEM/AV responsibilities. One part-time subject matter supervisor also is concerned with NEM/AV matters.

Time Spent on NEM/AV Activities

The Supervisor of Curriculum charged with NEM/AV responsibility and the Director of Special Projects spend halftime each, in activities related to NEM/AV. A Supervisor of Foreign Language spends forty per cent time in this area. A Supervisor of Curriculum and the Director of Research each spends twenty-five per cent of his time in NEM/AV activity. Each of the additional staff members provides consultation service on a one-fourth-time or less basis. Fulltime equivalent positions total 6.3.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities. All personnel, in department positions concerned with NEM/AV matters, hold a master's or doctor's degree and have teaching experience as minimum professional requirements, and in most cases also have had supervisory or administrative experience.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Maryland has mandatory accreditation standards applicable to both the elementary and secondary schools. The department approves public and non-public schools for accreditation. (The law exempts institutions operated by bona fide church organizations and those operating under charter granted by the Maryland legislature.) Accreditation standards are State-developed under authority of the State Board of Education. Within the standards, specific quantitative references are avoided, the emphasis being placed upon qualitative characteristics of the school program.

NEM/AV Standards in Accreditation

Accreditation standards contain reference to qualifications of Special Supervisors who are required to hold a master's degree with 20 semester-hours in the special area to be supervised or directed. Accreditation procedures do not contain specific requirements referring directly to NEM/AV materials and equipment.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience. The Special Supervisor credential is expected to be further developed in 1963. This will identify special areas of supervision and indicate the appropriate training to meet the 20 semester-hour requirement.

NEM/AV Personnel

The 20 semester-hour requirement for the Special Supervisor credential applies to NEM/AV supervisors but no particular courses or skills are specified. No special certification requirements exist for NEM/AV personnel other than supervisors.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities. Maryland has a total of 24 local school districts. In order to be eligible to share in the general State School Fund an annual tax levy for schools of not less than 87¢ per 100 dollars must be collected--exclusive of debt service and capital outlay amounts.

LEADERSHIP SERVICES

Consultation

The Division of Instruction, one of seven major department sections, has responsibility for general supervision of schools, curriculum development and improvement, adult education, pupil personnel services, school library services, physical education and recreation, and programs for atypical children. This Division is responsible for implementing and coordinating NDEA, Titles III and V-A. Sixteen staff members carry out this program on a statewide basis, working through 24 local school systems. No estimate of the number of services regarding NEM/AV was available. Requests for services come primarily from mail and phone inquiries to the department. Staff members visits to local districts, contacts at meetings and district personnel visits to the department provide the other major ways in which NEM/AV advice is requested.

Workshops, Conferences, and Meetings

The department sponsored two major conferences during 1961 which were related to NEM/AV; 250 administrators, supervisors, audiovisual coordinators and PTA members were contacted. One of these meetings pertained to programed learning. The overall conference-workshop program for all areas sponsored by the department was estimated to consist of approximately 100 meetings.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains the following equipment for use by department staff: two 16mm-motion picture projectors; one combination filmstrip-slide projector; two 2x2-slide projectors; two overhead projectors; one opaque projector; and one tape recorder. The following materials are available to staff members for use in conference activities: 188 16mm motion pictures; 98 filmstrips; 44 sets or 2,559 slides; 50 overhead transparencies; 60 tape recordings; 22 disc recordings; 24 sets of pictures consisting of 576 pictures and scripts.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools. The State Curriculum Center operated by the department is a central depository of audiovisual materials for pre-service and in-service use. These materials can be borrowed by educators for professional uses or by parent groups interested in curriculum study. The following types of materials were listed in the 1961 catalog: 161 16mm-motion picture titles; 55 filmstrips; 29 tape recordings; 15 disc recordings; 1,118 slides--presented in 14 sets. The items are part of the inventory referred to above.

Production of Materials

It is the policy of the department to prepare instructional and professional materials and this activity has been carried out in the past. During 1961 the department produced the following materials: eight 16mm-motion pictures(management development); 30 magnetic tapes (modern foreign language use) accompanied by manuals; three slide sets (on good teaching practices). In addition the department cooperated in producing an unspecified number of TV broadcasts.

Publications

NEM/AV Publications

During 1961, the department issued two publications devoted to NEM/AV. These publications were related to operation of the State Curriculum Center and were directed to supervisors and teachers. The total number of publications (other than mimeographed releases) in all areas issued by the department was 10, one-time publications. No serial publications were reported.

Research

During 1961, the department did not publish any research materials which related in whole or in part to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State. Subsequent to the period of this study the State Board of Education considered a recommendation proposing a statewide educational television system and requested the FCC to withhold assignment of UHF channels in Maryland until further State action. The Ford Foundation has provided $15,000 for a study to consider staff utilization and its implications for use of new media and the redeployment of teachers as well as 12 months employment of teachers. Both will be discussed further at a meeting in August 1962.

Department Television Activity

At the time of the study, the department did not own or operate any television installations. The department, in cooperation with local school systems, has presented an unspecified number of TV programs as a part of the "Your Child in School" series.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department has encouraged the development of materials distribution centers on the local as well as on the State level. Production has been encouraged on a coordinated basis between various local units.

Professional Organizations

Department personnel have participated extensively in the Maryland Audio-Visual Association, maintaining a close working relationship with this group. It is the feeling of department personnel that encouragement of this group provides continuity to audiovisual consciousness throughout the State.

General NEM/AV Progress

Throughout Maryland over the past 15 years there has been a slowly increasing number of NEM/AV distribution centers and local production units. The number of part-time and fulltime public school employees dealing with NEM/AV has also shown a slowly increasing pattern. When NDEA is not considered, the amount of money expended for NEM/AV equipment and materials has been observed to be increasing slowly.

MASSACHUSETTS
STATE REPORT

STATE OF MASSACHUSETTS

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	8,257	45
2.	Total Population	5,148,578	9
3.	Population Change 1950-60	+9.8	34
4.	Percentage of Urbanization 1960	83.6	5
5.	Cities over 25,000 (35)	2,851,705	
6.	Per Capita Personal Income	$2,444	9

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	557,499	17
8.	Secondary Pupils	354,341	10
9.	All Teachers	38,108	11
10.	Teachers with Standard Credentials	37,210	
11.	Average Teacher Salary	$5,500	16
12.	Pupil-Teacher Ratio	23.9	31
13.	Pupil Population Change 1950-60	+45.9	22
14.	Per-Pupil Expenditure 1960-61	$413.00	19

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	2.1	44
16.	State Government	26.9	37
17.	Local Government	71.0	12
18.	SDE Professional Staff Members	93	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$97,499	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$123,751	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Dr. Kelsey B. Sweatt, Coordinator
Massachusetts

Dr. Kelsey B. Sweatt, Coordinator
Office of Audio-Visual Services
Division of University Extension
State Department of Education

1. Under Methods of Handling (Paragraph 2)
The final words should read "The activities of the Coordinator of Audio-Visual Services are part of the Department's Administrative Unit under the Division of University Extension." In paragraph 2, the words "through the use of all media including NEM-AV" should be deleted. We feel that this gives the impression that the Division of Elementary and Secondary Education has the responsibility of promoting the Audio-Visual program in the local school systems. This, of course, is not true. This responsibility lies in the office of Audio-Visual Services.

2. Qualifications for NEM-AV Personnel

We feel that this might give the wrong impression. It is true that supervisory personnel in Elementary and Secondary Education do not require basic qualifications in Audio Visual; but just the reverse is true in the office of Audio-Visual Services. Where we require a Masters Degree with some background of teaching experience in Audio-Visual in both of the top positions and even with the third professional position, a similar background is preferred.

MASSACHUSETTS -- DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility for specific and major elements of NEM/AV is assigned to a number of department administrative units. Each of these operates to a large degree independently and separately from each other in meeting their NEM/AV responsibilities.

Methods of Handling NEM/AV Activities

A Coordinator of Audiovisual Services is responsible for the operation of the department's film library which loans films to schools, public libraries and hospitals. He assists workshops, teacher institutes and conferences as they may be related to NEM/AV activities. He is also responsible for departmental activities concerned with radio and television other than "The 21 Inch Classroom." (See section on TELEVISION below.) The activities of the Coordinator of Audiovisual Services are a part of the department's administrative unit responsible for the university extension program.

The Division of Elementary and Secondary Education has the major responsibility for assisting local school systems to improve instruction through the use of all media, including NEM/AV. NDEA school relations are also a responsibility of this division.

The Massachusetts Executive Committee for ETV is a departmental administrative unit and is responsible for the production of ETV programs known as "The 21 Inch Classroom" and acts as a liaison agency for all relationships between the ETV station WGBH-TV broadcasting "The 21 Inch Classroom" programs and the public schools using them.

All professional personnel serve the Massachusetts schools in its 351 cities and towns on a statewide basis. The State has approximately 1,700 elementary schools, 200 junior high schools and 250 high schools.

Time Spent on NEM/AV Activities

The Office of Audio-Visual Services has a staff of three fulltime professional persons and four fulltime and one, one-fourth time clerical personnel. The Division of Secondary and Elementary Education has nine professional personnel who spend at least ten per cent of their time on NEM/AV activities.

The Massachusetts Executive Committee on ETV maintains an administrative staff of one professional person and three clerical persons working fulltime. In addition to its administrative personnel, it maintains a production staff including one fulltime professional person, four fulltime technical persons, six half-time technical persons and one fulltime secretary.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

The Office of Audio-Visual Services had a 1961 fiscal year budget of $63,820.

The Massachusetts Executive Committee on Educational Television had a 1961 fiscal year budget of $114,753, based on a twenty-five cent assessment for each pupil in the schools using its programs.

Additional expenditures for NEM/AV activities are not specifically identifiable in the department's budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation is optional and is not a function of the department. However, the SDE provides service and leadership to the school evaluation program of the New England Association of Colleges and Secondary Schools.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools which involve personnel, equipment, and materials.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

(See "Personnel" above.) The Office of Audio-Visual Services receives requests for services predominantly through mail and telephone inquiries. Other sources of requests for service are inconsequential.

The Division of Elementary and Secondary Education receives requests for NEM/AV services largely as its staff members visit local schools, next through workshops, thirdly through mail and phone inquiries. Requests from other sources are negligible.

Workshops, Conferences, and Meetings

The department held approximately 120 meetings during 1961 related in part or wholly concerned with NEM/AV. These meetings ranged from single session conferences to three-day workshops. Total attendance to these meetings was approximately 7,400 persons.

Department Equipment and Materials

Inventory of Equipment and Materials

Twenty-four major items of NEM/AV equipment are owned by the department, including four 16mm-motion picture projectors, three combination filmstrip-slide projectors, one filmstrip projector, one 2x2-slide projector, one 3-1/4x4-slide projector, two overhead projectors, one opaque projector, five tape recorders, one phonograph, one radio, two television sets, one closed-circuit TV unit, and one portable two-station language lab. Exclusive of its 2,100 print film library, the department staff has available for use approximately 750 items of NEM/AV materials including 200 filmstrips and 550 transparencies.

Distribution of Materials

Other than films the equipment and materials are for the use of department personnel and other public school administrators and supervisors for in-service training programs and not for classroom instruction of students. The film library services are available to subscribing members including schools, public libraries, and hospitals.

Production of Materials

With the exception of the production of ETV programs, the department produces NEM/AV items for its exclusive use only.

Publications

NEM/AV Publications

Recent publications by the department during 1961 concerned with NEM/AV include such titles as The Office of Audio-Visual Services, Facts About Film Cooperatives for Schools, Libraries and Hospitals, Foreign Language Programs in Massachusetts, and ETV teacher guides such as, The 21 Inch Classroom, Neighborhood Explorers, The 21 Inch Classroom Accent on Music and guides covering other ETV programs.

Research

Current NEM/AV Research

Recent NEM/AV research was concerned largely with aspects of the department's educational television activities. Statistics covering the studies were not available.

Other Research Services Available

The department has an administrative unit responsible for research. In addition, it uses on occasion the research facilities of institutions of higher learning.

Television

Policy Including Legal Base

The Massachusetts Executive Committee on Educational Television was established under the Acts of 1960 in the Department of Education which gave it authority, "subject to the approval of the State Board of Education to do all acts and things necessary and convenient" for the development of educational television in the Commonwealth of Massachusetts. Under the authority invested in the Massachusetts Executive Committee on ETV, the department has launched long-range plans to provide the entire State with ETV programs through the use of educational broadcasting facilities and, as needed, additional ETV stations to be operated by the Executive Committee. The Executive Committee maintains a staff producing education programs which are at present broadcast over educational station WGBH-TV. Programs are appropriately titled "The 21 Inch Classroom." The Executive Committee also acts as a liaison agency between the schools using TV programs and the station broadcasting them. The entire budget for the operation of the Executive Committee activities is paid for on a per pupil assessment basis by the member schools using the programs.

Department Television Activity

Under this authority, the department has launched into a long-range program seeking to advance the use of ETV in the schools of Massachusetts, including plans for a network.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of NEM/AV centers on the local and regional level.

Professional Organizations

The department personnel feel that the Massachusetts Audio-Visual Association can and should be strengthened so it can be more effective in influencing Massachusetts education in regard to NEM/AV.

General NEM/AV Progress

Various department personnel responsible for NEM/AV activities agreed, in general, there was a slow growth increase in NEM/AV service centers. Some difference of opinion was expressed regarding the rapidity of the increase of part- and fulltime personnel assigned to NEM/AV activities and the amount of money being spent for NEM/AV. All agreed that there was an increase. No statistics were available covering these points.

MICHIGAN
STATE REPORT

STATE OF MICHIGAN

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	58,216	23
2.	Total Population	7,823,194	7
3.	Population Change 1950-60	+22.8	15
4.	Percentage of Urbanization 1960	73.4	14
5.	Cities over 25,000 (37)	3,707,409	
6.	Per Capita Personal Income	$2,253	13

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	1,070,410	7
8.	Secondary Pupils	656,058	5
9.	All Teachers	66,159	7
10.	Teachers with Standard Credentials	59,202	
11.	Average Teacher Salary	$5,925	5
12.	Pupil-Teacher Ratio	26.1	18
13.	Pupil Population Change 1950-60	+56.0	11
14.	Per-Pupil Expenditure 1960-61	$424.00	12

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source.		
15.	Federal Government	2.7	40
16.	State Government	43.6	21
17.	Local Government	53.7	27
18.	SDE Professional Staff Members	78	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$177,366	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$146,472	

MICHIGAN -- DEPARTMENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department does not have a unit responsible for NEM/AV activity. The staff generally is responsible for NEM/AV services and consultation.

Methods of Handling NEM/AV Activities

NEM/AV services are provided through conferences and consultative services to districts on request of the districts. It is the policy of the department to provide leadership where none exists. In order to implement this service the Michigan Curriculum Program carries out extensive committee work within the State. Committee memberships are lay and professional persons appointed by the superintendent to serve on each of 31 subgroups; departmental staff serve as secretaries. One of these groups is concerned with instructional materials.

Time Spent on NEM/AV Activities

No one staff member deals with NEM/AV matters for as much as ten per cent of his total time. In all, 56 staff members are concerned with NEM/AV matters in the course of regular departmental responsibilities.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Methods for Accreditation

The department has established no accreditation standards for application in the State at the elementary or secondary levels. High schools voluntarily utilize either the North Central Accreditation Standards or the University of Michgan Bureau of School Services Standards for accreditational purposes. Responsibility for educational planning has been delegated to the local boards of education.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

The department has standards which apply to construction of school buildings. These refer to minimum standards for conventional building requirements and are mandatory. Beyond these standards the department views its role to be one of service and advice to local administrative units. The Committee on Instructional Materials of the Michigan Curriculum Program has developed a series of booklets suggesting features related to space, equipment, and materials for instructional materials centers. The department offers consultation to local schools in this regard.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases, and those suggested in the section above.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

Under Title III the State distributed $4,930,316.07 in Federal funds for school use divided as follows: science, 68 per cent; mathematics, 11 per cent; foreign language, 21 per cent.

LEADERSHIP SERVICES

Consultation

Leadership services are carried out through the Michigan Curriculum Program and by individual requests from districts for advice and counsel. Department staff members operate on a statewide basis serving districts directly. No estimate of the total number of NEM/AV services was made. Requests for service are received primarily through mail and phone inquiries to the department. The second most frequent source is through informal contacts at meetings.

Workshops, Conferences, and Meetings

During 1961, the department conducted eight meetings dealing with NEM/AV matters. These varied in length from one and one-half days to three days and reached an audience of 970 teachers, administrators, and supervisors. An estimated total of 150 conferences and workshops were sponsored by the entire department during the year.

Department of Equipment and Materials

Inventory of Equipment and Materials

The department owns some equipment for use in workshops and conferences; much of the equipment used is obtained from local units, colleges and universities, other State agencies and sales agencies. The department owns: two 16mm-motion picture projectors; one filmstrip projector; one 2x2-slide projector; two tape recorders; one 16mm-motion picture camera; four cameras; and a screen. Materials for exclusive use by the staff members are: twenty-five 16mm-motion pictures; 12 filmstrips; 25 slides; and eight tape recordings.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

During 1961, the department produced a series of 24 radio broadcasts for use in the schools. No other production activity was carried out in this period.

Publications

NEM/AV Publications

During 1960-61, the department issued three publications wholly devoted to NEM/AV matters. One of these was sponsored by a grant from the Ford Foundation and dealt with improving instruction by use of television; one dealt with ETV and curriculum policy; and one dealt with instructional materials centers (part of a series). Estimate of total publication activity within the department was 54 one-time publications; 60 serial issues of publications; total publications: 114.

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State. The Michigan Curriculum Program, TV Section, issued a report dealing with the relation of television to curriculum. A statement of position and recommendations to the department is presented in Educational Television and Curriculum Policy.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State, although local districts were utilizing the Midwest Program for Airborne Television Instruction and local ETV programing.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

Consistent with the department's philosophy of local control of education, encouragement has been given to development of local centers for distribution and production of materials. The department does not operate nor does it believe the operation of a central distribution center is the function of the department.

Professional Organizations

The department feels that within the State there is a well-organized NEM/AV professional group and it encourages this group through support activities in local school units.

GENERAL NEM/AV Progress

NEM/AV progress over the past 15-year period has, in the opinion of the department, shown slowly increasing patterns in the following areas: the number of local distribution and production centers; the number of fulltime and part-time school personnel dealing with NEM/AV matters; and the amount of money spent on NEM/AV equipment and materials.

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MINNESOTA
STATE REPORT

STATE OF MINNESOTA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	84,068	12
2.	Total Population	3,413,864	18
3.	Population Change 1950-60	+14.5	25
4.	Percentage of Urbanization 1960	62.2	27
5.	Cities over 25,000 (10)	1,162,780	
6.	Per Capita Personal Income	$1,962	27

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	413,748	21
8.	Secondary Pupils	295,146	14
9.	All Teachers	29,381	18
10.	Teachers with Standard Credentials	28,854	
11.	Average Teacher Salary	$5,325	20
12.	Pupil-Teacher Ratio	24.1	30
13.	Pupil Population Change 1950-60	+42.9	26
14.	Per-Pupil Expenditure 1960-61	$415.00	18

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	2.6	41
16.	State Government	37.9	27
17.	Local Government	59.5	22
18.	SDE Professional Staff Members	106	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$76,627	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$2,400	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Minnesota

Dr. Erling O. Johnson
Commissioner of Education
State Department of Education

Suggested Modifications to:

Practices of State Departments of Education
in
New Educational Media/Audiovisual Education
During 1960-61

Page xii: We would suggest that Mr. Bright's name be listed for Minnesota in addition to the two that are now listed:

MINNESOTA

Erling O. Johnson, Commissioner of Education
Farley D. Bright, Ass't. Commissioner, NDEA Coordinator
Arnold E. Luce, Supervisor, Audio-Visual Education

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MINNESOTA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION
Personnel

Responsibility for NEM/AV Activities

An Audio-Visual Unit operating within the Section of Elementary and Secondary Education and Junior Colleges of the Division of Instruction is responsible for NEM/AV matters in the department.

Methods of Handling NEM/AV Activities

The Audio-Visual Education Supervisor bears prime responsibility for the operation of the Audio-Visual Center as well as for NEM/AV service in the state. In addition to the Supervisor, a recording technician and a secretary support the center operation. The professional staff of the State Department of Education use the materials and equipment of the Center in the execution of their duties and responsibilities in conferences and workshops. Five subject area consultants, four elementary school supervisors, four adult civil-defense instructor-trainers and many other members of the Department staff, including vocational education, school district reorganization, business education, guidance and vocational rehabilitation.

__Time Spent on NEM/AV Activities__

The Supervisor spends full-time in NEM/AV services to the schools of the state and the department. The Center's technical-clerical staff consists of two additional fulltime persons. The amount of time devoted by other staff members to the use of the material and equipment at their conferences varies to a considerable degree, depending on the area under discussion. Some members use the equipment to a greater extent than others.

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REGULATORY FUNCTIONS
Accreditation of Schools

__General Method for Accreditation__

The State Board of Education classifies all schools annually. Classification is based on the recommendations submitted to the Commissioner of Education by the staff of the Elementary and Secondary Education Section. A school, to qualify for a specific classification, must meet the minimum legal requirements as well as the minimum standards established by the State Board. A district, to quality for foundation aid, must be classified.

__NEM/AV Standards in Accreditation__

The State Board of Education has adopted standards regarding the certification of Audio-Visual Directors and coordinators. A director or coordinator shall be either a teacher or have had experience as a teacher. A statement of recommended Audio-Visual competencies is required for this teaching credential. Specific references are made to recommended minimums for NEM/AV equipment and materials.

School Plant Standards

The department has a set of standards for all school buildings. These minimum standards are tied to accreditation and classification procedures. Standards contain no specific reference to NEM/AV use beyond conventional requirements. Suggested standards include many specific recommendations including light control, screens, NEM/AV space requirements, electrical requirements, and acoustical treatment.

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LEADERSHIP SERVICES
Consultation

Services are provided on a statewide basis to individual schools in the form of consultation related to NEM/AV problems and for the purposes of in-service workshops. The Center's facilities were also utilized by the Audio-Visual Supervisor for department staff NEM/AV in-service sessions and for film and tape previews and demonstrations by other groups. An estimated average of 130 major NEM/AV services (four hours each) are provided each year by the Audio-Visual Supervisor. Requests for the services come primarily through department staff visits to local districts; mail and phone inquiries constitute the next most common source.

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Workshops, Conferences, and Meetings

During 1960-61, the department sponsored or co-sponsored 64 conferences and workshops dealing with NDEA/AV matters. These ranged from one-hour presentations to three-day meetings covering an audience of 6,411 persons in all levels of professional education as well as lay groups, legislators, and school boards. An estimated 300 conferences and workshops were sponsored by all sections of the department during 1960-61.

MINNESOTA -- STATE DEPARTMENT OF EDUCATION

NDEA/AV ORGANIZATION

Personnel

Responsibility for NDEA/AV Activities

An audiovisual unit operating within the Division of Elementary and Secondary Instruction is responsible for NDEA/AV matters in the department.

Methods of Handling NDEA/AV Activities

The Audio-Visual Education Supervisor bears prime responsibility for the operation of the Audio-Visual Center as well as for NDEA/AV services within the State. In addition to the Supervisor, a recording technician and a secretary support the center operation. Five subject matter consultants--one Mathematics Consultant, one Language Arts Consultant, one Gifted Children's Consultant, one Science Consultant, and one Modern Foreign Language Consultant--are involved in providing major NDEA/AV services within the State. Other department staff rendering some services are four Elementary and Secondary Supervisors, one professional specialist, six Civil Defense Consultants, three Guidance Consultants, six Vocational Education staff members, and four Old Age Survivors Insurance staff members.

Time Spent on NDEA/AV Activities

The Supervisor spends fulltime in NDEA/AV activity. The Center's technical-clerical staff consists of two additional fulltime persons. Five subject matter consultants devote the equivalent of 2.35 positions in activity directly related to NDEA/AV matters. Other department staff members spend an unestimated amount of time in services regarding NDEA/AV.

Qualifications for NDEA/AV Personnel

A master's degree and teaching experience are required for the Audio-Visual Supervisor's position. There are no specific qualifications related to NDEA/AV training or experience stated in the job specifications for department personnel performing NDEA/AV functions.

NDEA/AV Finance in the Department

Department expenditures for NDEA/AV activities are not specifically identifiable in the budget. Budget for the 1960-61 fiscal year was estimated to be $20,000.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

All schools are classified by the State Board annually on the basis of department evaluation of written and visitation reports. Minimum standards have been developed in the State and are mandatory for accreditation. Distribution of State aid funds is related to accreditation.

NEM/AV Standards in Accreditation

Accreditation procedures contain standards regarding the hiring of certificated staff; Audiovisual Directors and Coordinators are specifically certified in the State; a statement of recommended audiovisual competencies exists for this teaching credential. Specific reference is made in the mandatory provisions for inclusion of audiovisual aids and equipment; recommended minimums are suggested for NEM/AV equipment and materials.

School Plant Standards

The department has a set of mandatory standards for all school buildings. These minimum standards are tied to accreditation and classification procedures. Mandatory standards contain no specific reference to NEM/AV use beyond conventional requirements. Suggested standards include many specific recommendations including light control, screens, NEM/AV space requirements, electrical requirements, and acoustical treatment.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases. The school planning guide makes reference to suggested numbers.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Supervisors and Administrators

Certification requirements do not contain references to NEM/AV training or experience, except for those in the section below.

NEM/AV Personnel

Requirements for the Director's Certificate are: a teaching certificate (four-year degree); two years of teaching experience; coursework in education administration, elementary curriculum, secondary curriculum, supervision; 10 semester-hours in audiovisual methods, production, selection, and administration. Requirements for the Coordinator's Certificate are: a teaching certificate; coursework in two areas listed in the Director's general education requirement; one course in each of audiovisual methods and audiovisual administration.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

Services are provided on a statewide basis to individual schools in the form of consultation related to NEM/AV problems and for the purposes of in-service workshops. The Center's facilities were also utilized by the Audio-Visual Supervisor for department staff NEM/AV in-service sessions and for film and tape previews and demonstrations by other groups. An estimated average of 120 major NEM/AV services (four hours each) are provided each year by the Audio-Visual Supervisor. Other department staff providing NEM/AV services are responsible on a statewide basis; no estimate of the average number of services was made. Requests for the services come primarily through department staff visits to local districts; mail and phone inquiries constitute the next most common request source.

Workshops, Conferences, and Meetings

During 1960-61, the department sponsored or co-sponsored 64 conferences and workshops dealing with NDEA/AV matters. These ranged from one-hour presentations to three-day meetings covering an audience of 4,411 persons in all levels of professional education as well as lay groups, legislators, and school boards. An estimated 200 conferences and workshops were sponsored by all sections of the department during 1960-61.

Department Equipment and Materials

Inventory of Equipment and Materials

Most of the equipment and materials used in workshop activity is owned by the department. Equipment in the department includes: six 16mm-motion picture projectors; six combination filmstrip-slide projectors; three 2x2-slide projectors; one 3 1/4x4-slide projector; six overhead projectors; one opaque projector; eight portable tape recorders; eight tape duplicators; two phonographs; two radios; two television sets; two still cameras; two portable screens; one portable public address system; one copy-camera setup; a fully-equipped darkroom; electric film rewinds; and lettering equipment. Materials for department staff and limited school use include: forty-five 16mm-motion pictures; 400 filmstrips; 200 slides; 4,000 master tapes; and overhead transparencies and graphic materials of an unestimated number.

Distribution of Materials

The Center's distribution operation is based primarily on a tape duplicating service. Other materials are circulated from the collection; 250 16mm films were booked in 1960-61; 343 filmstrips bookings were made; a total of 13,356 tapes were duplicated. (See the section below.)

Production of Materials

The Center operates a tape duplicating service for use of schools throughout the State. The tapes belong to two major programs: (1) Tapes for Teaching series; and (2) TV Spanish Supplemental Lessons. During this period a total of 13,356 tapes were duplicated from the 4,000 masters owned by the department. In addition, the Center produced 77 masters for addition to the collection. As part of its production activity, the Center assisted in the production of 23 radio broadcasts for school use. Fifty overhead transparencies were produced in this period, as well as some charts and posters.

Publications

NEM/AV Publications

During the 1961 period, the department issued five publications which dealt wholly with NEM/AV matters. The department total for all publications was 12 one-time publications and 20 serial issues; the total number of department publications was estimated at 32.

Department Publication Budget

The total department publication budget was estimated at $11,217.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the establishment and growth of local materials distribution and graphic production units in the State. It is the policy that the department operates a State distribution center for specialized materials and its expansion has been encouraged.

Professional Organizations

Audio-Visual Coordinators Association of Minnesota is a professional NEM/AV group associated with the Minnesota Education Association. This group exerts leadership within the State and the department encouraged its development through participation in its activities.

General NEM/AV Progress

Over the last 15 years, it is the opinion of the department that establishment and growth of materials distribution centers have been increasing slowly in the State; growth of local production centers has shown no notable change. The number of part-time and fulltime NEM/AV school employees has been increasing slowly. Funds expended by urban areas have experienced rapid increases; non-urban areas have experienced a moderate increase in funds expended for materials and equipment.

MISSISSIPPI
STATE REPORT

STATE OF MISSISSIPPI

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

		State Rank
1. Geographic Area (in square miles)	47,716	32
2. Total Population	2,178,141	29
3. Population Change 1950-60	+0.1	48
4. Percentage of Urbanization 1960	37.7	49
5. Cities over 25,000 (8)	399,227	
6. Per Capita Personal Income	$1,162	50

PUPILS AND TEACHERS . . . .

		State Rank
7. Elementary Pupils	337,134	27
8. Secondary Pupils	196,631	25
9. All Teachers	19,027	29
10. Teachers with Standard Credentials	18,232	
11. Average Teacher Salary	$3,413	50
12. Pupil-Teacher Ratio	28.1	3
13. Pupil Population Change 1950-60	+7.7	46
14. Per-Pupil Expenditure 1960-61	$225.86	48

RELATED STATISTICS . . . .

		State Rank
Percentage of School Revenue by Source		
15. Federal Government	9.6	5
16. State Government	54.4	13
17. Local Government	36.0	40
18. SDE Professional Staff Members	55	
19. Federal Funds for State Services Under Title III, NDEA 1959-60	$98,223	
20. [illegible] Research and Utilization Funds (NDEA) 1959-60	$30,267	

MISSISSIPPI -- STATE DEPARTMENT OF EDUCATION

NDEA/AV ORGANIZATION

Personnel

Responsibility for NDEA/AV Activities

A supervisor of Audio-Visual Education in the Division of Instruction is responsible for NDEA/AV services. In addition, 18 other staff members of the department on occasion provide NDEA/AV assistance related to their special responsibilities.

Methods of Handling NDEA/AV Activities

The Supervisor of Audio-Visual Education serves the State as a whole in NDEA/AV matters. He works with teacher education institutions regarding NDEA/AV courses; provides services to the department staff as requested; and consults with districts in the development of local audiovisual services and the uses of NDEA/AV materials in curriculum revision. Other department personnel serve in matters related to NDEA/AV activities in the course of their regular duties.

Time Spent on NDEA/AV Activities

The Supervisor of Audio-Visual Education spends twenty-five per cent of his time on NDEA/AV activities, providing service to the 150 administrative school units in the State's 82 counties. The balance of his time is spent on NDEA coordination. Prior to NDEA, one hundred per cent of the supervisor's time was spent on NDEA/AV activities. A secretary spends twenty-five per cent of her time on NDEA/AV assignments. No estimate of the time department staff members spend on NDEA/AV related activities was obtained.

Qualifications for NDEA/AV Personnel

A master's degree, in addition to teaching and administrative experience, is required for the position.

NDEA/AV Finance in the Department

The allotment for NDEA/AV activities of the department identifiable in the 1960-61 fiscal year budget totaled approximately $4,455. Of this, an estimated $2,750 was for salaries, and the remainder for travel, publications, and postage. None of this budget was spent on materials for circulation.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The Mississippi Accrediting Commission, an agency of the Mississippi Education Association, is responsible for accreditation of both elementary and secondary schools. Accredited schools must meet certain minimum standards. Application for accreditation is voluntary. The State department staff assists the Commission in collecting reports, information, and other data necessary for review by the Accrediting Commission.

NEM/AV Standards in Accreditation

Standards apply to elementary and secondary schools and require specified NEM/AV materials and equipment items. Depending upon the accreditation rating to be assigned (A, AA), schools must show annual minimum expenditures ranging from $200 to $350 for NEM/AV materials and membership in a film library.

School Plant Standards

School building standards do not pertain specifically to NEM/AV activities or facilities. The Supervisor of Audio-Visual Education works closely with the Division of School Building Service and Transportation in such matters. The department recommends light controls for classrooms rather than a single, special room for NEM/AV activities.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

NEM/AV courses are recommended but not required for both elementary and secondary teachers.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience. Since the department recommends that librarians be designated in charge of school NEM/AV materials collections, NEM/AV courses are recommended for librarian certificates.

NEM/AV School Finances

State Aid Funds

Each school district is alloted $245 per year per teacher unit for the purpose of purchasing instructional materials other than textbooks, maintenance and operation of the plant, and similar expenditures. Statewide statistics of expenditures from these funds specifically for NEM/AV materials and equipment are not available.

LEADERSHIP SERVICES

Consultation

The Supervisor of Audio-Visual Education provides assistance to other department staff members and serves approximately 1,850 elementary and secondary schools in the State's 150 administrative units. Requests for service come primarily from mail and telephone inquiries, followed in order of frequency by visits to local districts, informal contacts at meetings, and visits of school personnel to the department.

Workshops, Conferences, and Meetings

During 1961, the department co-sponsored in cooperation with the University of Mississippi a two-day NEM/AV meeting for 50 teachers. Additional workshops and conferences related to NEM/AV activities were not department-sponsored chiefly for lack of professional personnel and insufficient demand.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns a total of nine units of NEM/AV equipment including two 16mm-motion picture projectors, three filmstrip projectors, one opaque projector, two tape recorders, and a public address system. In general, these are for the exclusive use of department personnel; occasionally, some of the equipment may be used by school administrators and supervisors. Available for department use is a collection of more than 200 slides, 150 transparencies, and 150 photographs. Many of the latter have been developed by the Supervisor of Audio-Visual Education for display purposes in local, State, and national meetings. Over 50 films are available for departmental and interdepartmental use and for distribution to outside groups.

Distribution of Materials

The department distributes over 50 films purchased and deposited there by the Mississippi Education Association. Films are loaned to lay groups, professional organizations, institutions of higher learning, and public school units. Borrowers pay only return postage.

Production of Materials

The Supervisor of Audio-Visual Education produces photographs, slides, and transparencies to explain and interpret aspects of the State's educational program. In addition to materials of this type, in years past the department also produced six films for special educational purposes. It is not presently engaged in film production.

Publications

NEM/AV Publications

During 1961, the NEM/AV supervisor issued a mimeographed film list, a questionnaire, and several mimeographed bulletins relating to NEM/AV matters. These were distributed to all administrators of the State's 150 administrative units.

Department Publication Budget

During 1961, the department as a whole issued 27 publications which included a "Science and Math Newsletter," and a "Guidance Newsletter," each published eight times a year under NDEA. The estimated total expenditures for departmental publications was $350.

Research

During 1961, a questionnaire on NEM/AV activities and facilities was sent to schools by the Supervisor of Audio-Visual Education but the results are not yet available.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages development of regional centers for film distribution and local centers for filmstrip circulation. It does not favor development of a central distribution center at the State level. It does encourage locally-produced curriculum materials prepared by either local or regional school units.

Professional Organizations

The department cooperates with the audiovisual section of the State education association. It does not feel that an urgent need exists at this time for a stronger or different organization related to NEM/AV activities.

General NEM/AV Progress

It is the general opinion that NEM/AV distribution centers are increasing rapidly while production centers are being established much less rapidly. Slower progress is being made in the addition of part- or fulltime personnel assigned to NEM/AV duties. The amount of money spent on NEM/AV materials and equipment by local schools is increasing slowly.

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MISSOURI
STATE REPORT

III-200

STATE OF MISSOURI

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	69,686	19
2.	Total Population	4,319,813	13
3.	Population Change 1950-60	+9.2	33
4.	Percentage of Urbanization 1960	66.6	20
5.	Cities over 25,000 (12)	1,708,034	
6.	Per Capita Personal Income	$2,140	18

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	634,127	12
8.	Secondary Pupils	204,526	24
9.	All Teachers	30,894	16
10.	Teachers with Standard Credentials	30,758	
11.	Average Teacher Salary	$4,675	30
12.	Pupil-Teacher Ratio	27.1	13
13.	Pupil Population Change 1950-60	+26.2	37
14.	Per-Pupil Expenditure 1960-61	$333.00	30

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	4.6	21
16.	State Government	29.4	33
17.	Local Government	66.0	19
18.	SDE Professional Staff Members	26	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$69,112	
20.	SDE Research and Utilization Funds (NDEA) 1959-60	$16,410	

MISSOURI -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The Department has recently (1960) established a unit responsible for NEM/AV activities headed by an Audio-Visual Consultant. This unit operates under the Title III Section, as a part of the Division of Instruction, one of two divisions in the Department. Prime responsibility for NEM/AV services in the State is carried out by the consultant. Additionally, seven Title III Consultants--two in mathematics, four in science, and one in foreign language--work with matters involving NEM/AV. Nine part-time personnel spend some time in relation to NEM/AV through accrediting procedures.

Methods of Handling NEM/AV Activities

The Audio-Visual Consultant provides primarily consultatory functions in the form of presentations to teacher groups and a limited program of workshop activity. The Title III Consultants spend some time in acquainting teachers with newer NEM/AV methods and equipment in their respective subject matter areas.

Time Spent on NEM/AV Activities

The Audio-Visual Consultant devotes one hundred per cent of his time to NEM/AV services. No estimate of time was available for other staff members performing services related to NEM/AV activity. Two secretarial positions provide a total of twenty per cent of a position time in NEM/AV work.

Qualifications for NEM/AV Personnel

Special training related to NEM/AV is required for the Audio-Visual Consultant; the amount is not specified. There are no specific qualifications related to NEM/AV training or experience for other department personnel with responsibility in these activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget. An estimated cost of $10,500 in salaries and other expenses was made for providing NEM/AV services.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation.

Public school districts are classified and accredited on the basis of a classification program whereby each district is classified A, AA, or AAA; however, some districts are neither classified nor unclassified, but are "Approved for credit only." (A few districts are unclassified each year in that they do not meet the standards for approved, A, AA, or AAA.) A separate plan is used to classify and accredit districts not offering secondary work. Classification and accreditation are done yearly on the basis of record and visitation evaluations and apply to all secondary and elementary schools. Classification and accreditation are not tied to the disbursal of State aid funds.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools. Under each accreditation classification, general reference is made to "teaching aids."

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings. In existing standards the following items related to NEM/AV use are covered as conventional standards for all classrooms: minimum power supply; ventilation control; presence of shades, and minimum storage.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase; however, the CCSSO Purchase Guide has been adopted with certain reservations for the NDEA Program. Recommendations are currently presented in Audio-Visual Instruction--An Administrative Handbook which serves as a guide in equipment acquisition and other procedures related to NEM/AV.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

The Audio-Visual Consultant provides services on a statewide basis at district invitation. In-service sessions are provided for teachers and cover general uses and production of simple audiovisual materials. Each session is about two and one-half hours in length for one day. During 1961-62, the average number of sessions per week was two (104 in-service sessions). Requests for services are received primarily by mail on visitation request forms and by phone calls to the department.

Workshops, Conferences, and Meetings

In addition to services provided by the regular consultative program, the department conducted a total of 36 conferences and workshops ranging in length from 12 to 20 clock hours, spread over several weeks. In 1960-61, there were five such workshops that dealt specifically with NEM/AV. Each required 12 clock hours with a total attendance of 113 professional administrators.

Department Equipment and Materials

Inventory of Equipment and Materials

Equipment used by the Department staff in workshop activity is owned primarily by the Department and borrowed from local districts. Equipment available in the Department includes four 16mm-motion picture projectors, two filmstrip projectors, two 2x2-slide projectors, five overhead projectors, one opaque projector, three tape recorders, two phonographs, one teaching machine, one Projecto-Printer, one dry mount press, and one thermofax for overhead transparency productions. A collection of materials is available for Department staff use. It includes twenty-eight 16mm-motion pictures, 50 filmstrips, 100 slides, 300 overhead transparencies, 13 tape recordings for foreign language, 10 disc recordings for foreign language, 25 teaching machine programs, and assorted photos, posters, and charts.

Distribution of Materials

The Department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

The Department does not produce materials for classroom use in the public schools.

Publications

NDEA/AV Publications

During 1963, the Department published one handbook devoted exclusively to NDEA/AV subjects and two publications which were in part related to NDEA/AV matters.

Department Publication Budget

An estimate of $30,000 was used for publication activity by the total Department. Five one-time publications and 50 issues of serial publications were developed by the Department. Statewide committees are used to develop materials for publications.

Research

The Audio-Visual Consultant is working with the St. Louis County Schools and the Department's Division of Research in conducting a study using programmed learning techniques. No other NDEA/AV research was reported.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the Department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The Department encourages the development of a central State distribution center for NEM/AV materials though it does not believe that its operation should be carried out by the Department. At the present time the production concept at the local level has not developed to any marked degree.

Professional Organizations

The Division of Audio-Visual Education is a group organized within the Missouri State Teachers Association, having a membership of 250 professional NEM/AV people. This group is exercising leadership in the State and the Department participates actively in its programs.

General NEM/AV Progress

Over the past 10 years the number of NEM/AV distribution centers has increased at a slow rate as has the number of part-time public school employees dealing with NEM/AV activity. The number of full-time NEM/AV personnel has shown no notable change. Establishment of local production units has shown an increase since World War II. The amount of money spent for NEM/AV equipment and materials has shown a slow but increasing trend in this same period.

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STATE OF MONTANA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	147,138	4
2.	Total Population	674,767	41
3.	Population Change 1950-60	+14.2	27
4.	Percentage of Urbanization 1960	50.2	39
5.	Cities over 25,000 (4)	162,125	
6.	Per Capita Personal Income	$1,955	29

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	101,309	40
8.	Secondary Pupils	48,397	43
9.	All Teachers	6,961	40
10.	Teachers with Standard Credentials	6,872	
11.	Average Teacher Salary	$4,680	29
12.	Pupil-Teacher Ratio	21.5	45
13.	Pupil Population Change 1950-60	+35.4	31
14.	Per-Pupil Expenditure 1960-61	$427.00	11

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	3.6	32
16.	State Government	25.3	39
17.	Local Government	71.1	11
18.	SDE Professional Staff Members	31	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

MONTANA -- DEPARTMENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department has a State Film Library operating under the Audio-Visual Education Supervisor. The film library operation is carried out within the Division of Instructional Services, one of three divisions in the department. Responsibility for NEM/AV service and consultation for the department is centered in the Instructional Services Division and department personnel generally provide service functions.

Methods of Handling NEM/AV Activities

The Audio-Visual Supervisor is in charge of the State film program and carries additional responsibility for NEM/AV consultation services. Other department personnel involved with NEM/AV matters are two Elementary Supervisors, one High School Supervisor, the Coordinator of NDEA, one Foreign Language Supervisor, and one Science-Mathematics Supervisor. Occasionally, four persons outside the department staff are utilized to perform NEM/AV services. All department subject matter supervisors are involved in the film acquisition program of the department.

Time Spent on NEM/AV Activities

The Audio-Visual Supervisor spends fulltime in NEM/AV matters. The three General Supervisors devote a total of twenty-five per cent of their combined time dealing with this area. Foreign language and mathematics supervisors each are involved with NEM/AV consultation about one-half time. Twenty per cent of the time of the Coordinator of NDEA is given to NEM/AV matters. No estimates for time spent by other staff members were made.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities. Department policy related to hiring of personnel provides that persons must have five years of training or a master's degree and training within the area of specialization.

NEM/AV Finance in the Department

Identifiable budget items supporting NEM/AV operation are as follows: salaries, $29,655; travel, $1,540; operations, $6,505.

The total budget was $37,500.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation standards for both elementary and secondary schools were developed by the department. These standards are mandatory for accreditation and only accredited schools are eligible to receive State equilization monies and other funds distributed by the State. Accreditation is for a one-year period and new or experimental programs carried out by schools must receive special approval from the department.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

The State Board of Health performs regulatory functions in the construction of all public buildings. School standards which are published by this division are minimum acceptable standards for all schools. The department makes recommendations for school construction and must approve all school construction; however, legal basis for disapproval is not provided. School plant standards do not contain specific requirements referring directly to NEM/AV activities in school buildings.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

Only accredited schools are eligible for State equalization funds and other State distributed funds. No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

Departmental personnel operate through the individual elementary and secondary districts of the State and county units. Personnel are responsible for the State as a whole. Individual consultants participate in meetings requested by the districts and often several districts request joint meetings which are led by department personnel. During 1961, the consultations related to NEM/AV matters were as follows:

1. Audiovisual. Six one-day meetings on the use of audiovisual with a total of 20 counties represented; there were 95 individual school contacts.

2. Modern Foreign Languages. Ninety-five individual schools were contacted with reference to NEM/AV matters.

3. Elementary. One hundred and fifty individual school contacts were made dealing with a variety of elementary school problems including NEM/AV, reading labs, and textbooks.

4. Secondary. One hundred individual school contacts were

made with some emphasis on NEM/AV.

5. Science. The department owns a trailer for in-service science teaching; 30 to 40 contacts per year are made. The trailer is left at schools for teacher use.

Workshops, Conferences, and Meetings

Because of insufficient funds and personnel in the NEM/AV area, the department policy has been one of no official sponsorship of workshops and conferences. The department participates in activity set up by other organizations and units in the State. The department participated in one two-day statewide administrators conference involving 15 sectional meetings in three subject areas related to NEM/AV matters; 250 school administrators were in attendance. The Audio-Visual Supervisor participated in 10 university-sponsored classes for teachers. A total of 1,500 teachers were contacted in relation to general audiovisual matters and previewing activity in connection with the State Film Library. For other meeting participation see section above. The total number of conferences and workshops in all areas sponsored by the department was 14.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns equipment used by the department staff for its own in-service education and for use in NEM/AV services by consultants. Equipment in the department is as follows: five 16mm-motion picture projectors, six combination filmstrip-slide projectors, one 3-1/4x4 projector, two overhead projectors, two opaque projectors, three tape recorders, two phonographs, one automatic 2x2 projector, and a science trailer for in-service use by schools, equipped with materials and instruments for science teaching. Materials owned by the department for use of staff members exclusively are 15 motion pictures, 25 filmstrips, 175 slides, 200 overhead transparencies, 10 master tape recordings, and a SRA reading program, grades 1-12.

Distribution of Materials

The State Film Library is operated by the department and circulates primarily 16mm motion pictures. The catalog lists 3,236 film titles. During 1960-61 a total of 40,046 films were shipped throughout the State to 380 schools participating in the program. The department has allocated funds to initiate a State library for the distribution and reproduction of taped materials. The film library currently has 10 master tapes for initial experimentation with the reproduction service.

Production of Materials

During 1960-61 the department did not produce NEM/AV materials. In the past, slides, 16mm films and tapes have been produced for use by public school units. Lack of funds was the primary reason that this activity is not now being carried out.

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which related in whole or in part to NEM/AV topics.

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

Department policy has favored State department operation of a film and tape library. Encouragement is given to districts in the establishment of local materials and production units where sufficient population warrants this.

Professional Organizations

The department has participated and encouraged the development of a State group devoted to NEM/AV professional matters. A group of individuals concerned with NEM/AV problems exists within the State, though official participation with professional groups has not been exercised because the membership has not yet reached sufficient size for qualification.

General NEM/AV Progress

Establishment of NEM/AV distribution centers in the State has increased slowly over the last 15 years. The number of part-time and fulltime persons working in the NEM/AV area has shown increase, but at a slow rate. The amount of money spent on NEM/AV equipment and materials in this same period has been increasing slowly. Since the introduction of NDEA funds the increase has been rapid. No notable change in the number of local production units has occurred since World War II.

NEBRASKA
STATE REPORT

STATE OF NEBRASKA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	77,227	15
2.	Total Population	1,411,330	34
3.	Population Change 1950-60	+6.5	40
4.	Percentage of Urbanization 1960	54.3	35
5.	Cities over 25,000 (3)	453,540	
6.	Per Capita Personal Income	$1,981	25

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	189,581	35
8.	Secondary Pupils	101,648	34
9.	All Teachers	13,920	34
10.	Teachers with Standard Credentials	13,338	
11.	Average Teacher Salary	$3,990	43
12.	Pupil-Teacher Ratio	20.9	47
13.	Pupil Population Change 1950-60	+22.0	42
14.	Per-Pupil Expenditure 1960-61	$320.00	37

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	4.6	22
16.	State Government	4.0	50
17.	Local Government	91.4	1
18.	SDE Professional Staff Members	47	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$31,547	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$40,000	

NEBRASKA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

There is no single administrative unit charged with the responsibility for NEM/AV services. NEM/AV administration falls under the Division of Instructional Services, one of four units within the department. State department personnel generally are responsible for service in this area.

Methods of Handling NEM/AV Activities

NEM/AV consultant services are provided on a statewide basis, utilizing the department committee approach. The department staff works through the offices of the county superintendents except in large districts when they work directly with district personnel. Three fulltime staff consultants--one elementary consultant, two school administrative consultants--provide some NEM/AV service. Additionally, two part-time department consultants offer limited NEM/AV service. Outside specialists in language and mathematics are occasionally utilized to provide NEM/AV services.

Time Spent on NEM/AV Activities

No estimate was available for the time spent by department personnel providing NEM/AV services.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The State committee on accreditation is made up of 10 lay persons and 10 professional persons. Accreditation standards for the State were developed by the State committee with the cooperation of college and public school personnel and were adopted by the State Board of Education. These standards are not absolutes, as an entire school or school system is evaluated either by department staff member if the school is small or by a committee evaluation team being composed of department members, college and university staff members and school administrators.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

Sources of request come primarily through visits of department members to local units; mail inquiries and visits by local school personnel to the department are secondary sources; telephone calls and contacts made at professional conferences are other ways in which local units request service regarding NEM/AV.

Workshops, Conferences, and Meetings

During the period covered by this investigation, the department did not sponsor or co-sponsor conferences and workshops related to NEM/AV. This activity has been carried out in past years, however. Other groups within the State did conduct conference activity during 1961. These groups included the University of Nebraska, professional audiovisual organizations, and the State School Board Association. Insufficient funds and insufficient personnel accounted for the absence of departmental-sponsored activity in this area.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains an inventory of the following equipment for conference and workshop use: two 16mm-motion picture projectors; two 2x2-slide projectors; two overhead projectors; and two tape recorders. A collection of materials includes: 16mm-motion pictures; filmstrips; 2x2 and 3-1/4x4 slides; overhead transparencies; and graphic materials. Information regarding quantities was not available.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

The department does not produce materials for classroom use in the public schools, except for publications.

Publications

NEM/AV Publications

The department did not publish any materials devoted solely to NEM/AV. In the publication program, nine publications dealt in part with NEM/AV matters. These were courses of study with materials and source lists in the science area (a part of the New York State Series). Within the State the University carries out considerable publication in the NEM/AV field.

Department Publication Budget

No estimates of total budget or total numbers of publications issued by the department were available.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Subsequent to the 1961 period, a study is being conducted under the auspices of the Nebraska State Committee on Educational Television (sponsored by funds from the Citizens of Nebraska and the Ford Foundation) into technical, legal, financial, administrative, and programing aspects of establishing a statewide network of transmitters and production centers. The Nebraska Council for Educational Television has requested five additional channels in the State to make possible a system covering ninety per cent of the population.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not directly participating in any educational television activities in the State.

The Nebraska Council for Educational Television offers to local school units through the University of Nebraska TV programing for in-school use.

General Policies and Comments

NEM/AV Centers

The department has encouraged the establishment and growth of materials distribution centers on a local basis. It has further encouraged the development of a central distribution center for films through the University of Nebraska. Though the growth of production centers within the State has been slow, the department has encouraged their development.

Professional Organizations

Department members have supported and participated in the professional NEM/AV organizations within the State. Since there is no department administrative unit devoted to NEM/AV activity, it is through active participation in the professional organizations within the State that individual department members contribute to NEM/AV matters.

General NEM/AV Progress

In the opinion of the department, the establishment and growth of NEM/AV distribution centers are slowly increasing. NEM/AV production units are increasing rapidly in areas concerned with TV; in other areas the growth is increasing slowly. The number of full-time employees dealing with NEM/AV matters is slowly increasing, as is the amount of money spent for materials and equipment related to NEM/AV.

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NEVADA
STATE REPORT

STATE OF NEVADA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	110,540	7
2.	Total Population	285,278	49
3.	Population Change 1950-60	+78.2	2
4.	Percentage of Urbanization 1960	70.4	18
5.	Cities over 25,000 (2)	114,391	
6.	Per Capita Personal Income	$2,745	3

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	45,512	49
8.	Secondary Pupils	24,605	48
9.	All Teachers	2,980	49
10.	Teachers with Standard Credentials	2,980	
11.	Average Teacher Salary	$5,800	7
12.	Pupil-Teacher Ratio	23.5	35
13.	Pupil Population Change 1950-60	+177.9	1
14.	Per-Pupil Expenditure 1960-61	$435.00	9

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	8.1	8
16.	State Government	55.1	13
17.	Local Government	36.8	39
18.	SDE Professional Staff Members	28	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

NEVADA -- OFFICE OF THE SUPERINTENDENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility for NEM/AV activity of the department is the concern of all professional members of the department staff, especially consultants and supervisors of the Curriculum Division.

Methods of Handling NEM/AV Activities

All department personnel with the exception of two deputy State superintendents serve the State as a whole. Nevada has 17 school districts which are coterminous with county boundaries.

Time Spent on NEM/AV Activities

No estimate of the personnel time spent on NEM/AV assistance to local school units was obtained.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Elementary schools are not accredited. The department uses the standards of the Northwest Accrediting Association for Secondary and Higher Schools as a basis for accrediting secondary schools of the State.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

The Nevada School Plant Planning Guide refers to provisions for room darkening in reporting school construction specifications for department approval.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No general State funds distributed to local school units have been specifically marked for NEM/AV equipment or materials. Local school units may spend such funds for NEM/AV equipment or materials.

LEADERSHIP SERVICES

Consultation

No estimate of services rendered was obtained. (See above: "Methods of Handling NEM/AV Activities.")

Workshops, Conferences, and Meetings

No meetings conducted or sponsored by the department during 1961 were related to NEM/AV activities.

Department Equipment and Materials

Inventory of Equipment and Materials

A total of seven units of five different types of NEM/AV equipment is available for the use of the department staff. Equipment includes: two 16mm-motion picture projectors, one combination filmstrip-slide projector, one opaque projector, two tape recorders, and one phonograph. The department staff frequently makes use of locally-owned school equipment. The materials owned by the department are kept in the personal possession of those staff members most frequently using the specific items. The department makes use of the film library at the University of Nevada.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

The department does not produce materials for classroom use in the public schools. Several staff members produce materials for their own use.

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which in whole or in part related to NEM/AV topics.

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Other Research Services Available

No research agencies are available to the department to conduct studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

The department has encouraged the study of technical and financial factors for educational television in the two areas (Reno and Las Vegas) where interest in local development has been expressed. The topography and population center characteristics of the State do not favor the development of statewide ETV facilities.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages local districts to develop NEM/AV materials distribution centers. The department does not encourage local production centers. The department strongly supports the development of the statewide film distribution center at the University of Nevada.

Professional Organizations

No strong professional organization now exists in the State. The department would support an organization with good leadership.

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NEW HAMPSHIRE
STATE REPORT

STATE OF NEW HAMPSHIRE

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	9,304	44
2.	Total Population	606,921	45
3.	Population Change 1950-60	+13.8	28
4.	Percentage of Urbanization 1960	58.3	30
5.	Cities over 25,000 (4)	179,425	
6.	Per Capita Personal Income	$2,010	23

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	73,582	45
8.	Secondary Pupils	36,603	46
9.	All Teachers	4,663	45
10.	Teachers with Standard Credentials	4,480	
11.	Average Teacher Salary	$4,569	33
12.	Pupil-Teacher Ratio	23.6	34
13.	Pupil Population Change 1950-60	+46.8	20
14.	Per-Pupil Expenditure 1960-61	$363.00	29

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	4.6	23
16.	State Government	5.7	49
17.	Local Government	89.7	2
18.	SDE Professional Staff Members	27	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

NEW HAMPSHIRE -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department has no administrative unit or staff member responsible for NEM/AV service. Service in this area is a general responsibility of personnel in the Division of Instruction.

Methods of Handling NEM/AV Activities

All NEM/AV services are provided on a statewide basis to 230 school districts. Department personnel provide assistance and advice in the course of their regular duties. Among the 22 department personnel who give such assistance are directors of specialized subject areas and directors of elementary and secondary school services. Fourteen Teacher Consultants who provide statewide supervision in Supervisory Unions (combination of one or more school districts) give some NEM/AV advice and assistance. (They are appointed by constituent school boards, confirmed by the State Board of Education, and paid in part from department funds.)

Time Spent on NEM/AV Activities

Department personnel spent an estimated average of five days during the school year giving assistance related to NEM/AV activities. No estimate is available for the time spent by the Teacher Consultants.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

The department budget does not identify specific amounts for NEM/AV activities.

REGULATORY FUNCTIONS

Approval of Schools

General Method for Approval

Minimum standards for approval of secondary schools, grades 9-12, were developed by the department in cooperation with professional organizations, teachers, and interested citizens. These standards are mandatory. A high school in a district or supervisory union must be approved by the State Board of Education before it can qualify to receive State aid above local tax returns.

NEM/AV Standards in Approval

Minimum standards for approval do not refer to minimum facilities related to NEM/AV activities. The only reference to NEM/AV activities appears in a statement in the 1958 publication on minimum standards that class size in secondary schools shall not exceed 40, with the further stipulation that, "This policy is not to be interpreted as prohibiting experimental programs, using teacher aids, closed-circuit television, and similar efforts to instruct large groups. Experimental programs of this type are encouraged. They should be fully coordinated with the State Department of Education." Approval standards are in the process of revision. It is not known at this time whether references to NEM/AV facilities and utilization will be included in the revised minimums.

No NEM/AV requirements are specified in approval standards for materials, equipment or personnel.

School Plant Standards

At present the department reviews and makes recommendations on plans for schoolhouse construction, but local school districts have the option of accepting the recommendations. Now in preparation is a guide recommending building standards; it is not known whether the recommendations will contain standards pertaining to new educational media facilities and use in classrooms.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

Some colleges and school districts establish such requirements but this is entirely optional with the district or institution.

NEM/AV School Finance

State Aid Funds

No State aid funds have been specifically allocated for NEM/AV expenditures at the local level. For general funds allocated, the option for NEM/AV expenditures is at the local level and districts are not accountable to the State for expenditures of these monies.

LEADERSHIP SERVICES

Consultation

Other than those indicated in the section on NEM/AV ORGANIZATION, no further estimate or description of services rendered is available. Most requests for NEM/AV advice and help come in two ways, in this order of frequency: (1) mail inquiries and phone calls; and (2) visits by staff members to local districts.

Workshops, Conferences, and Meetings

During 1961 the department neither conducted nor sponsored conferences or workshops related to new educational media, primarily because of insufficient personnel and lack of funds. Other agencies which perform this function include the University of New Hampshire and one or more professional organizations.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns for its own use NEM/AV equipment and materials. Available to the staff are 17 pieces of equipment: two 16mm-motion picture projectors, three combination filmstrip-slide projectors, two overhead projectors, one opaque projector, three tape recorders, three record players, and three pieces of photographic equipment. Materials include five filmstrips and an indefinite number of transparencies and graphics made and used as needed. Films are obtained from the University of New Hampshire Film Library. The department does not expect to add new types of materials in the near future.

Distribution of Materials

The department does not distribute NEM/AV materials or equipment to other school units in the State.

Production of Materials

The department does not produce NEM/AV materials for any educational use.

Publications

NEM/AV Publications

One 1961 publication, an Elementary Science Guide, contained new media references and suggestions for NEM/AV activities. The department published two other single publications, and about 27 mimeographed bulletins, two to four pages in length, none of which related to NEM/AV activities.

Department Publication Budget

A budget of $3,500 was available for departmental publications of which $1,500 was allocated from NDEA funds for printing the science guide mentioned above.

Research

The deparment did not conduct any formal research which related to NEM/AV activities in 1961. At the time of the study, an informal pilot project on programed materials involving five or six teachers was being conducted in two local schools.

Television

Policy Including Legal Base

The Department of Education has found it impossible to assume the leadership in Educational Television for the schools in New Hampshire. Budget and staff are needed but are not available to carry on such leadership.

Department Television Activity

Educational television programs are broadcast over an educational television station operated by the University of New Hampshire with the advice and counsel of the New Hampshire Educational Broadcasting Council, Inc. The State legislature appropriated $25,000 a year for this station for two years ending June, 1963. An additional $15,000 a year is available from State funds providing districts match these sums for operation of the station. Other funds are obtained from charges to users and subscriptions. The Division of Instruction of the department provides consultant service for in-school television programs.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department has encouraged the development of the Film Library at the University of New Hampshire. However, a recent survey indicates the need for regional centers in addition to the existing University film service. The department will encourage the development of such centers. The department does not believe that it should operate a materials distribution center, nor does it encourage production facilities on a regional or local basis.

Professional Organizations

The department would encourage a strong professional organization related to NEM/AV activities if one came into being.

General NEM/AV Progress

It is the general opinion that growth is very slow in the following areas related to NEM/AV:

1. Materials distribution centers;
2. Local materials production units;
3. School personnel devoting part- or fulltime to NEM/AV duties; and
4. Money spent by local districts on NEM/AV equipment and materials.

NEW JERSEY
STATE REPORT

STATE OF NEW JERSEY

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	7,836	46
2.	Total Population	6,066,782	8
3.	Population Change 1950-60	+25.5	13
4.	Percentage of Urbanization 1960	88.6	1
5.	Cities over 25,000 (36)	4,748,930	
6.	Per Capita Personal Income	$2,608	7

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	738,068	9
8.	Secondary Pupils	364,644	9
9.	All Teachers	48,774	8
10.	Teachers with Standard Credentials	42,169	
11.	Average Teacher Salary	$5,930	4
12.	Pupil-Teacher Ratio	22.6	40
13.	Pupil Population Change 1950-60	+52.6	15
14.	Per-Pupil Expenditure 1960-61	$512.00	3

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	1.4	48
16.	State Government	23.8	41
17.	Local Government	74.8	8
18.	SDE Professional Staff Members	71	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$115,223	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$25,000	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

New Jersey

Dr. William H. King, Coordinator
Audio-Visual Education
State Department of Education

On page III-246, last paragraph, the first sentence should read as follows: "It is the opinion of the Department that during the past twelve (12) years........" I have substituted the #12 in place of the #15 which appears in the draft because our County Center program did not begin until 1950.

NEW JERSEY -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The State Audio-Visual Office is a part of the Division of Curriculum and Instruction which operates under an assistant commissioner of education. The State Audio-Visual Office is charged with primary responsibilities for NEM/AV matters other than distribution. Distribution is carried out through the State Museum. Supplementing the work of the Audio-Visual Director are additional supervisory department personnel who provide occasional advice and service related to NEM/AV.

Methods of Handling NEM/AV Activities

The State Audio-Visual Director is responsible for services on a statewide basis; he is supported by clerical assistance. The State Museum film distribution system utilizes clerical and technical positions. Other department staff members performing limited NEM/AV services are: one School Library Consultant; 35 supervisors in the Curriculum and Instruction Division; three Subject Matter Supervisors; and seven professional specialists in School Building Services. These staff members serve the entire State without reference to political or administrative subdivisions. County superintendents of schools of the 21 counties are members of the department staff and are appointed by the Commissioner of Education for administration and supervision in their county schools which do not have a separate superintendent. Occasional NEM/AV services are rendered by them.

Time Spent on NEM/AV Activities

The Audio-Visual Director devotes fulltime to NEM/AV matters. No other individual is responsible for major consultation in the field though occasional advice is given by all of the department personnel mentioned in the section above. No estimate was available for time spent by these 67 positions.

Qualifications for NEM/AV Personnel

There is no specified minimum educational requirement for the Audio-Visual Director; teaching and school administration are specified experience requirements. There are no specific qualifications related to NEM/AV training or experience for other department personnel with responsibility in these activities.

NEM/AV Finance in the Department

Money spent in NEM/AV activities in 1961 was distributed as follows: supplies, $2,121.77; printing, $250; repairs on equipment, $399.14; new equipment, $821.35; miscellaneous $96.95; county centers, $49,897.44; museum, $22,945.35; salaries, $15,599.34; and travel, $1,080.05.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

During 1961, State-approved programs applied only to secondary schools. High schools must meet standards developed by the department and approved by the State Board of Education. A visitation evaluation is a prerequisite for each high school in the State; approval of a program being granted for a maximum of five years. Proposed changes in program during the approval period are subject to the approval of the State Board. The plan for approving schools is currently being revised to include elementary schools and to make county superintendents responsible for the visitation evaluation on behalf of the Commissioner and the State Board.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities.

School Plant Standards

The department has no school plant standards which refer directly to NEM/AV facilities. Standards which exist are "recommended" and are included in a series of bulletins published by the School Building Services Bureau. These bulletins deal with the individual instructional areas in a school and are intended to suggest design features to facilitate instruction in a subject area. Included within these recommendations are many specific references to NEM/AV features and requirements. It is the State policy that plans and specifications are approved through local school boards; approval by the State Board of Education is necessary before contracts can be made.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience. There has been interest shown by NEM/AV professional groups in the State to establish certification requirements related to NEM/AV supervisors.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

Earmarked funds are made available to County Audio-Visual Aids Centers on a matching basis up to the amount of $2,500. A total of $49,897.44 State aid funds was distributed to 20 county centers. Participating districts contributed $163,310.28 toward operation of these centers; NDEA participation amounted to $22,235.80; freeholders contributed in four counties, $18,582.86; other sources provided $20,563.97; totaling $274,590.35. (Complete analysis of the center operation is presented in an annual report prepared by the State Audio-Visual Office.) No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

The Audio-Visual Director spends fulltime in NEM/AV consultation and service on a statewide basis working with county and local district personnel. During the 1960-61 year, it was estimated that he provided 192 major contacts (over four hours per contact) in NEM/AV advice and consultation. A display counter for equipment and materials is used extensively in the consultant activity. (See Section: "Department Equipment and Materials" below.) Ranking of the requests for service indicated the prime source to be school personnel visits to the department. Mail and phone requests ranked second, followed in importance by staff visits to local districts, informal contacts at meetings, and referrals from other department staff.

Workshops, Conferences, and Meetings

The department sponsored a total of 32 workshops and conferences devoted to NEM/AV matters. These were all one-day meetings in which a total of 9,075 professional educators were contacted.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains a display and demonstration center for audiovisual equipment. Equipment placed on loan by manufacturers is used by the department in conference activity. Equipment is frequently borrowed from local schools where meetings are held. For these reasons, the department inventory of equipment is small, consisting of three 16mm-motion picture projectors, one filmstrip projector, and one phonograph. The department owns 1,941 motion pictures which can be used in the workshop program.

Distribution of Materials

A State film library is operated by the New Jersey State Museum. Its collection includes 1,941 16mm-motion pictures. In a cooperative program with 20 counties in the State, financial support is given to County Audio-Visual Aids Centers. These centers were established in 1950 under County Audio-Visual Aids Commission charged with their operation. (See section on NEM/AV FINANCE above.) Distribution to member schools in the county unit is handled by the County Audio-Visual Aids Center.

Production of Materials

The department does not produce materials for classroom use in the public schools. The department offers tape recording duplication services to local districts. No information was colleted on the scope of this operation.

Publications

NEM/AV Publications

During 1961, the department issued two publications which related in whole to NEM/AV topics. The total number of publications issued by all units of the department was not estimated.

Department Publication Budget

The budget for publications by all units was not identifiable and no estimates were made.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television operation in the State. The department, however, maintains information on ETV and provides consultation relative to it for local personnel.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department policy has been to encourage the development of decentralized materials distribution centers at the county level.

Development of the State distribution center has concentrated upon films for circulation. Establishment of local production units has been encouraged and coordination of activities between existing production units has been a department policy.

Professional Organizations

Two professional audiovisual organizations were active within the State. The New Jersey Audio-Visual Leadership Council is made up of personnel who spend 25 per cent or more of their time in NEM/AV activities; and the New Jersey Audio-Visual Educational Association, with 10,000 paid memberships, consists primarily of teachers. The department has participated actively in the programs of both groups and has encouraged their growth and development.

General NEM/AV Progress

It is the opinion of the department that during the past 15 years the number of NEM/AV distribution centers and the amount of money spent on NEM/AV equipment and materials have shown rapid increase. The establishment of local production units and the number of full-time and part-time personnel in NEM/AV activities have been increasing slowly.

NEW MEXICO
STATE REPORT

STATE OF NEW MEXICO

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	121,666	5
2.	Total Population	951,023	37
3.	Population Change 1950-60	+39.6	7
4.	Percentage of Urbanization 1960	65.9	21
5.	Cities over 25,000 (6)	353,099	
6.	Per Capita Personal Income	$1,833	33

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	134,526	38
8.	Secondary Pupils	94,252	36
9.	All Teachers	9,122	36
10.	Teachers with Standard Credentials	9,103	
11.	Average Teacher Salary	$5,400	18
12.	Pupil-Teacher Ratio	25.1	26
13.	Pupil Population Change 1950-60	+55.0	12
14.	Per-Pupil Expenditure 1960-61	$365.00	28

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	13.5	2
16.	State Government	70.6	5
17.	Local Government	15.9	50
18.	SDE Professional Staff Members	29	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$22,207	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$10,512	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

New Mexico

Mrs. Ellen Hartnett Digneo
Director, Teacher Education
State Department of Education

I find only one error on page Xiii. My name is misspelled and I sign my name Ellen Hartnett Digneo.

NEW MEXICO -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department does not operate a unit devoted to NEM/AV; the responsibility for this activity is spread among the department staff. Audiovisual services are supervised under the Division of Teacher Education, one of 20 units within the Instructional Services Area. Responsibility for television is assigned to the Director of Information and Television Services within the Informational Services Area. (The third major division of the department is the Administrative Services Area.)

Methods of Handling NEM/AV Activities

Personnel assigned to the NEM/AV function perform their services primarily through workshops conducted in the State. Staff concerned with NEM/AV include the Director of Teacher Education and Audio-Visual, the Director of Elementary Education, the Director of Secondary Education, the Director of Modern Foreign Languages, the Director of Science, the Director of Mathematics, and the Director of Information and TV Services. Each of the positions mentioned covers the entire State for his specialty and provides some advice and services related to NEM/AV.

Time Spent on NEM/AV Activities

The Director of Teacher Education spends about ten per cent of her time on NEM/AV matters. Clerical-technical support for this position is filled by two persons devoting a total of forty per cent of a position to NEM/AV. Five other Directors spend less than ten per cent each in activities related to NEM/AV. No estimate of time was available for the Director of Information and TV Services.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experiences for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

The department does not have a separately identifiable budget for the NEM/AV function. It was estimated that $2,440 in salaries and other expenses were used to provide NEM/AV services during 1960-61. The television activity was not included in this estimate.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Elementary schools were not accredited as of 1960-61. Accreditation procedures for elementary schools were being proposed for 1962 adoption. Secondary schools are accredited under procedures developed within the State and approved by the State Board of Education. Schools are accredited for a one-year period through a visitation-evaluation by a department team. Distribution of State funds is related to approval of schools and not to the accreditation of schools.

NEM/AV Standards in Accreditation

Standards used by the evaluation team are mandatory for accreditation. NEM/AV equipment and materials are considered within the total evaluation process but mandatory standards are non-specific in respect to a quantitative minimum. Minimum amounts of equipment and materials are spelled out in relation to library facilities and program as well as textbooks.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings, except those conventional building requirements which satisfy NEM/AV needs. The School Plant Planning Division issues a monthly publication which provides information relative to planning and maintaining the school plant for improved instructional and administrative efficiency. These recommendations are provided to elementary and secondary schools.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

Department personnel assigned to perform NEM/AV tasks serve the State as a whole working primarily through workshops. Six department directors perform limited services related to NEM/AV. The Director of Teacher Education provides major advice and service about 50 times each year; other Directors average 12 major service contacts each in a 12-month period. Requests for services come primarily through mail or phone inquiries directed to the department. Parent groups in which there is a high concentration of professional persons most frequently request NEM/AV information among the lay population.

Workshops, Conferences, and Meetings

The department sponsored or co-sponsored 14 workshops during

1961. These ranged from one day to six weeks in length; professional educators formed the audience of 1,243 persons. Ten of these workshops were held on college campuses and were primarily for teachers. Three teacher workshops were held for one day each and a two-day workshop on new educational media for directors of curriculum was financed through an NDEA grant.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains the following equipment for use by the staff: one 16mm-motion picture projector; three filmstrip projectors; two slide projectors; one tape recorder; two phonographs; one television set; one teaching machine; bulletin boards, flannel boards and portable science labs. In addition to individually-owned materials, the staff has the following department materials for their use: twenty 16mm-motion pictures; 750 filmstrips; 10 tape recordings; 10 disc recordings; five teaching machine programs; 25 charts and graphics. Staff members often borrow equipment from the school unit where the workshop is being conducted.

Distribution of Materials

The department maintains a free library of films and filmstrips for use by teacher educators, lay groups and classroom teachers. Included in the catalog are 561 filmstrip titles and sixty-eight 16mm films.

Production of Materials

During 1961, the department produced materials for use by department personnel. Part of these materials were for workshop activity and part for use on department-sponsored television productions. Production activity included: five radio broadcasts, five television broadcasts, 50 slides, 200 charts and graphic materials of various sizes. (For television activity, see section on Television below.)

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which related in whole or in part to NEM/AV topics.

Department Publication Budget

The total budget for all publications in the department was $35,000; serial and one-time publications numbered about 60.

Research

During 1961, the Audio-Visual section of the department conducted a research study related to the status of audiovisual in the public schools of the State. A questionnaire was circulated to public schools and dealt with problems concerning inventory of equipment, assignment of audiovisual responsibility, and use of blackboards and bulletin boards. The department has not requested other NEM/AV research within the State.

Television

Policy Including Legal Base

Coordination of activities related to ETV at the State level fall under the Director of Information and Television Services. He serves as Chairman of the Commission on Statewide Television for Educational Purposes and maintains close liaison with representatives of both KNME-TV (open-circuit ETV station) and local school personnel responsible for implementing television usage at the local level. KNME is owned by the University of New Mexico and the Albuquerque Public Schools. It is operated by the University, the Albuquerque Public Schools, and the State Department of Education.

Department Television Activity

During the first six months of department participation in television for educational purposes in New Mexico (1960-61), approximately 35,000 pupils used telecast materials as a complement to a teacher-planned syllabus in the areas of elementary school music (grade four), elementary science (grade six), and general science at the junior high level. KNME coverage includes approximately 42 school units and a potential audience of 150,000 television homes. This coverage is about two-thirds of the population of the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department has encouraged decentralization of the materials distribution function by encouraging development of local centers. The department also encourages coordination between existing local production units.

General NEM/AV Progress

It is the opinion of the department that over the last 15 years there has been slow but increasing development in the establishment of centers for distribution and production of NEM/AV materials. The number of fulltime NEM/AV personnel has been increasing at a slow rate; part-time personnel working in the NEM/AV area has increased rapidly. The amount of money spent on acquisition of materials and equipment by local schools has increased, but at a slow rate.

NEW YORK
STATE REPORT

STATE OF NEW YORK

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

		State Rank
1. Geographic Area (in square miles)	49,576	30
2. Total Population	16,782,304	1
3. Population Change 1950-60	+13.2	31
4. Percentage of Urbanization 1960	85.4	4
5. Cities over 25,000 (33)	10,368,354	
6. Per Capita Personal Income	$2,736	4

PUPILS AND TEACHERS . . . .

		State Rank
7. Elementary Pupils	1,659,000	3
8. Secondary Pupils	1,184,000	1
9. All Teachers	122,985	2
10. Teachers with Standard Credentials	116,794	
11. Average Teacher Salary	$6,200	3
12. Pupil-Teacher Ratio	23.1	38
13. Pupil Population Change 1950-60	+46.2	21
14. Per-Pupil Expenditure 1960-61	$585.00	2

RELATED STATISTICS . . . .

		State Rank
Percentage of School Revenue by Source		
15. Federal Government	1.2	49
16. State Government	42.4	24
17. Local Government	56.4	24
18. SDE Professional Staff Members	304	
19. Federal Funds for State Services Under Title III, NDEA 1959-60	$320,326	
20. NDEA Research and Utilization Funds (NDEA) 1959-60	$309,952	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

New York

Dr. Edmund Crane
Director
State Education Department

On page xiii, we think the name of Hugh M. Flick, Associate Commissioner for Cultural Education and Special Services, should be included. NEM/AV activities in the Department are under his jurisdiction. Note also that Dr. Woollatt's name is misspelled.

The data on page 256 relating to New York State appears to have been drawn from different sources and relates to different years, sometimes 1959-60 and sometimes 1960-61, without notice of the difference being mentioned in all cases. We suggest the following items be changed so that all data will be 1960-61 unless otherwise noted:

THE STATE	
Per Capita Personal Income	$2,789
PUPILS AND TEACHERS	
Elementary Pupils	1,623,000
Secondary Pupils	1,146,000
All Teachers	126,972
Teachers with Standard Credentials	121,295
Average Teacher Salary	$6,400
Per-Pupil Expenditure	$522
RELATED STATISTICS	
SDE Professional Staff Members	408
Federal Funds for State Services Under Title III, NDEA 1959-60	$167,708

On page 258, under NEM/AV Finance in the Department, an item of $320,000 is noted for salaries of the staff. Taken in connection with the number of staff listed on page 257, this would seem to inflate salaries generally and, in fact, the $320,000 covered also the salaries of employees in State-operated television stations. This should be noted.

On page 259, in the paragraph General NEM/AV standards: The State does have specifications for the purchase of television sets. When reimbursement under Title III, NDEA, is requested by local school districts, the State adheres to the standards established by the Federal Government.

Page 259, paragraph Consultation: It may not be important but the staff indicates that they believe the rank order of frequency of requests should be changed to the following: (1) by mail and phone inquiry, (2) visits to school systems, (3) informal contacts at meetings, (4) visits to the Department.

On page 260, the inventory of equipment and materials seems substantially correct for the Division of Educational Communications. It does not include overhead projectors in the Division of Research, more than 100 radios owned by the Bureau of Handicapped Children. If the wording of this paragraph were changed to indicate that the equipment listed was owned by the Division of Educational Communications it would be more nearly correct.

On the same page, in the paragraph under Production of Materials, again what is noted is that done by the Division of Educational Communications, not the Department as a whole.

Page 260, NEM/AV Publications: In the list included here are two publications, *Commissioner's 1961 Catalog of Educational Change* and *Organizing New York State for Educational Change*, that are only incidentally related to NEM/AV activities. There should be added to this list another title--*Developing an Electronic Language Classroom*.

On page 261, Department Publication Budget: The Department budget figure for publication in 1960-61 was $350,000. Other funds were made available by reallocation during the year.

On page 261, in the paragraph Current NEM/AV Research: Again, the Brickell report is only incidentally related to NEM/AV activities and probably should not be included in this list.

On page 261, the paragraph Other Research Services Available should read "Associate Commissioner in Charge of."

Page 262, paragraph Professional Organizations: This list should include the New York State Educational Radio and Television Association. Somewhere under this latter section also I think some mention should be made of the television councils in New York State. These councils are voluntary organizations consisting of representatives of local civic and educational organizations. From funds provided by special legislation for this purpose, the Education Department contracts with them for the preparation, telecasting and recording of programs that can be used anywhere in the State. In 1960-61, there were four such councils: Western New York Educational Television Council, St. Lawrence Educational Television Council, Mohawk-Hudson Educational Television Council and Rochester Area Educational Television Council. Since then a new one has been created, the Southern Tier Educational Television Council.

NEW YORK -- STATE EDUCATION DEPARTMENT

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The New York State Education Department is a large and complex organization. A number of its administrative units share responsibilities which are related to or are concerned with NEM/AV. For example, all NDEA activities are the responsibility of one administrative unit. The major unit responsible for NEM/AV, serving under the direction of the Associate Commissioner for Cultural Education and Special Services, is the Division of Educational Communications. According to the department organizational chart, this administrative unit is concerned with ETV and other NEM/AV activities. It plans and coordinates educational television installations, programs, and studies, including instructional television and broadcasting. It also promotes the use of mechanical, electronic and optical aids to learning in educational institutions. In the department organization this unit is unique in that it is exclusively concerned with NEM/AV activities.

Methods of Handling NEM/AV Activities

All department educational communications personnel normally serve the State as a whole.

Time Spent on NEM/AV Activities

The Division of Educational Communications has a fulltime staff including a division head and a bureau head assisted by 13 professional persons, seven steno-clerks and four technical persons. Three part-time Educational Aides (students) also assist in the work of the division. Thus, the fulltime staff has a total complement of 20 fulltime, six part-time persons, plus three educational aides.

Qualifications for NEM/AV Personnel

Qualifications required for NEM/AV personnel vary depending upon the responsibility and specialization of the position. All are selected and serve under civil service rules and regulations. A master's degree with 12 hours in educational communications is required for positions at the associate level. On the supervisory level, a bachelor's degree is required plus 60 graduate hours and appropriate experience in educational communications. Experience requirements vary from three to five years in education with a minimum of two years in educational communications work. Requirements have not yet been established for some engineering positions. Qualifications for clerical-stenographic positions do not include NEM/AV requirements.

NEM/AV Finance in the Department

Expenditures for the activities of the Division of Educational Communications are a separately identifiable part of the department budget. In the 1961 fiscal year the budgetary allotment was approximately $1,000,000, with $320,000 for salaries of the staff, $15,000 for travel, $40,000 for publications and special supplies, $165,000 for video tapes for circulation, $260,000 for TV facility rental and telephone cable, and $200,000 for aid to schools.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

All educational institutions, both public and private, in order to operate in New York must be accredited by the department. These requirements are State-developed and administered.

NEM/AV Standards for Accreditation

Accreditation standards for elementary schools do not mention NEM/AV requirements covering personnel, equipment or materials. Accreditation standards for secondary schools include requirements covering certain items of NEM/AV equipment for social studies and science courses. They do not mention materials or personnel. Minimum physical facilities related to NEM/AV in both elementary and secondary schools are recommended in the accreditation standards.

School Plant Standards

In 1959, the department published a pamphlet titled Planning Schools for Use of Audio-Visual Instructional Materials. The authors of the pamphlet indicate they have followed many recommendations contained in Planning Schools for Audio-Visual Materials, No. 1, Classrooms, published by the DAVI of NEA. The provisions contained in the department's publication are recommended but not required in school construction.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

No NEM/AV certification requirements for educational personnel relate to NEM/AV coursework.

(Note: Both the New York Audio-Visual Council and the Long Island Audio-Visual Council are recommending provisions for a New Educational Media supervisor's certificate. Personnel in the department's Division of Educational Communications anticipate favorable action covering this recommendation during 1963.)

NEM/AV School Finance

State Aid Funds

State aid educational funds may be used for NEM/AV purposes subject to local school board approval. The department allocates funds earmarked for ETV purposes (local assistance).

LEADERSHIP SERVICES

Consultation

(See "NEM/AV Organization, Personnel" above.) Sources of requests for NEM/AV services from the Division of Educational Communications come in rank order of frequency first as staff members visits to local school systems, second by mail and phone inquiries to the department, third through informal contacts at meetings, and fourth as school personnel visits to the department.

Workshops, Conferences, and Meetings

The Division of Educational Communications held approximately 40 meetings concerned with NEM/AV. These meetings had a total approximate attendance of 5,000 persons and ranged from one-half-day workshops on TV camera handling to a 10-day workshop on programed instruction. In addition to the above, division personnel participated in approximately 50 PTA meetings and the annual New York School Board Association meeting, demonstrating NEM/AV to over 5,000 school board members. The department exhibits and participates in the annual state fair. In 1961, during the fair's 10-day session, over 60,000 persons visited the department's exhibit and demonstrations.

Department Equipment and Materials

Inventory of Equipment and Materials

NEM/AV equipment owned by the department includes eight 16mm-motion picture projectors, two 8mm-motion picture projectors, four filmstrip projectors, five 2x2-slide projectors, one 3-1/4x4-slide projector, six overhead projectors, three opaque projectors, 20 tape recorders, seven phonographs, three radios, 19 television sets, two closed-circuit television units, three teaching machines, in addition to a number of photographic and graphic-artist production items. Materials include 25 16mm educational motion pictures, 2,000 kinescope recordings, 200 video tapes, eight 8mm-motion pictures, 30 filmstrips, 250 2x2 slides, 200 transparencies, 500 tape recordings, 300 teaching machine programs, and a miscellaneous collection of graphic materials.

(Note: The division maintains in its archives approximately 20,000 3-1/4x4 master slides and approximately 800 disc recordings.)

Distribution of Materials

The equipment and materials are described as a collection used by department personnel and other public school administrators and supervisors for in-service training programs. The ETV programs and video tapes, however, are distributed for public school classroom use.

Production of Materials

During 1961, the department produced one 16mm-motion picture and four 8mm-motion pictures on an experimental basis. The division also produced approximately 3,000 ETV programs for use in New York schools. Approximately 200 of these were recorded on video tape for repetitive use.

Publications

NEM/AV Publications

During the school year of 1960-61, the department produced a number of publications dealing with NEM/AV under such titles as *Commissioner's 1961 Catalog of Educational Change*, *Organizing New York State for Educational Change*, *Utilization of Educational Television in New York State* and various reports on research projects. For years, the department has published a series of bulletins under the general title of Film Roundup. Each bulletin, approximating 40 pages in length, provides film information on such subjects as world history, biology, physical science, and general science.

Department Publication Budget

The total department budget for printing in the 1960-61 school year was approximately $660,226. No figures were available covering costs of publications concerning NEM/AV.

Research

Current NEM/AV Research

The Division of Educational Communications has conducted a number of research projects mainly concerned with ETV under the following titles:

1. Utilization of ETV in New York State
2. Measurement of ETV Utilization
3. Brickell Report
4. The Broadcast Services, Radio and TV
5. A Report of the regents ETV Project on Channel 11, New York City, 1959-60.

Other Research Services Available

Extensive research services are available with the department research unit directed by the Associate Commission in charge of Research and Special Studies. The Division of Educational Communications also engages in some experimentation.

Television

Policy Including Legal Base

The department has adequate legal authority to engage in ETV activities.

Department Television Activity

The department has been active in promoting and encouraging various ETV experiments and research studies throughout the State. The department provides matching funds for closed-circuit television units located in various school districts. Since 1958, the department has leased and operated during school hours on an experimental basis an ETV station in New York City. The department provides financial assistance to local television councils by purchasing recorded television programs.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The policy of the department is to encourage the development of NEM/AV centers covering both the production and distribution of materials on the local, regional, and State level. This is often done through boards of cooperative education services.

Professional Organizations

New York State has several strong NEM/AV professional organizations including the New York Audio-Visual Council and the Long Island Audio-Visual Council along with the Western New York Audio-Visual Council, the Metropolitan New York City Audio-Visual Council, and the Westchester Audio-Visual Council. Department personnel cooperate with and participate in the activities of these organizations.

General NEM/AV Progress

New NEM/AV service centers are increasing rapidly in the State. There is a rapid increase in the number of part- and fulltime personnel assigned to these centers. Likewise, monies being spent on NEM/AV activities are increasing radidly.

NORTH CAROLINA
STATE REPORT

STATE OF NORTH CAROLINA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARMENT OF PUBLIC INSTRUCTION

THE STATE

			State Rank
1.	Geographic Area (in square miles)	52,712	28
2.	Total Population	4,556,155	12
3.	Population Change 1950-60	+12.2	33
4.	Percentage of Urbanization 1960	39.5	44
5.	Cities over 25,000 (15)	999,343	
6.	Per Capita Personal Income	$1,485	45

PUPILS AND TEACHERS

			State Rank
7.	Elementary Pupils	843,886	8
8.	Secondary Pupils	281,948	16
9.	All Teachers	39,013	10
10.	Teachers with Standard Credentials	37,659	
11.	Average Teacher Salary	$4,100	39
12.	Pupil-Teacher Ratio	28.9	4
13.	Pupil Population Change 1950-60	+23.1	39
14.	Per-Pupil Expenditure 1960-61	$240.00	45

RELATED STATISTICS

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	4.6	24
16.	State Government	71.1	3
17.	Local Government	24.3	45
18.	SDE Professional Staff Members	98	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$114,178	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$50,223	

NORTH CAROLINA -- STATE DEPARTMENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

NEM/AV services are the responsibility of three professional persons in the Division of Instructional Services: a Supervisor and an Associate Supervisor in charge of Audio-Visual Education; another Supervisor directs Television Education.

Methods of Handling NEM/AV Activities

NEM/AV services are provided on a statewide basis to 173 local school systems. NEM/AV Supervisors provide consultation services, give demonstrations, assist in NEM/AV workshops, and work closely with professional groups in the study of audiovisual education. The ETV Supervisor works with the State ETV Committee in the selection, production, and broadcast of public school courses through the facilities of the State university station and six cooperating commercial stations. He consults with local school systems and holds workshops in the utilization of these courses.

Time Spent on NEM/AV Activities

NEM/AV Supervisors spend fulltime on NEM/AV activities. In addition, four studio teachers for TV courses are department staff members spending fulltime on ETV. On occasion, 17 other department staff members give some type of advice regarding NEM/AV. In 1961-62, 31 outside consultants were employed for periods of one to ten days each to assist with NEM/AV workshops and conferences.

Qualifications for NEM/AV Personnel

Educational requirements for NEM/AV Supervisors call for a minimum of a master's degree with at least 18 hours of graduate work in education; experience requirements are five years in teaching, supervision, or administration, or a combination of these. No special qualifications related to NEM/AV training or experience are required of NEM/AV Supervisors.

NEM/AV Finance in the Department

Funds specifically for NEM/AV activities are separately identifiable in the department budget. In 1961, the allotment for this item was $14,050. In 1962, the audio-visual allotment was $19,116. For 1961 and for 1962, $85,050 was granted each year by the legislature for continuation and administration of education by television.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Minimum standards for the accreditation of elementary and secondary schools have been developed within the State. These are mandatory.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings.

NEM/AV Equipment Standards

General NEM/AV Standards

Local administrative units are required to make their purchases of NEM/AV equipment under contracts negotiated by the State Division of Purchase and Contract. Departmental specifications for the various types of equipment are established as conditions for bidders.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

Currently, there is no special certification for school personnel with prime responsibilities in NEM/AV activities. Requirements for certification of Audio-Visual Directors have been proposed by the Department of Audio-Visual Education of the North Carolina Education Association. The proposed requirements envision two levels of preparation:

1. A fifth year or the master's degree which will provide basic competency in the responsibilities of the Audio-Visual Director.

2. The sixth-year level involving an additional year of graduate study, the completion of which would be recognized by an appropriate diploma or certificate.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience, although the department conceives of school library services as including filmstrips and recordings.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities. It is estimated that local and State funds for NEM/AV equipment, materials, and services average about $1.50 per pupil per year.

LEADERSHIP SERVICES

Consultation

The NEM/AV Supervisors provide consultation concerning the organization of NEM/AV centers and services in local districts; assist in surveying NEM/AV service units, making recommendations for expansion and improvement; and consult with department personnel, faculties, lay groups, and professional organizations on aspects of NEM/AV education. Although NEM/AV activities are assigned to specialized personnel, other staff members of the Division of Instructional Services refer to and use new educational media in curriculum revision in the preparation of curriculum guides, courses of study, resource units, and in supervisory assistance. The major sources of requests for NEM/AV services are ranked in the following order:

1. Department personnel during visits to local districts;

2. Informal contacts made at conferences and workshops;

3. Mail and telephone inquiries to the department from local districts; and

4. Local school personnel during visits to the department.

Workshops, Conferences, and Meetings

During 1961, the two NEM/AV supervisors conducted 126 half-day NEM/AV workshops and conferences for over 3,500 teachers in local school systems. The department sponsored and participated in three workshops on teaching machines and programed learning. Six regional communication conferences were attended by a total of about 1,200 teachers, administrators, and supervisors. Thirty-one outside consultants were employed by the department for periods of one to ten days to assist with the workshops and conferences.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns 38 NEM/AV equipment items which include: one 16mm-motion picture projector, three filmstrip projectors, three 2x2-slide projectors, one 3-1/4x4-slide projector, three overhead and two opaque projectors, two tape recorders, two record players, one TV set, and a number of miscellaneous items. Materials for use by staff personnel and public school administrators and supervisors include 20 motion pictures, 100 filmstrips, eight slide sets, 100 transparencies, 12 tape and disc recordings, 12 teaching machine programs, and about 100 graphic items.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

Under NDEA, the modern foreign language consultants have established and conduct a tape duplicating service for foreign language tapes. Other than this new service, the department does not produce NEM/AV materials for any educational use.

Publications

NEM/AV Publications

The department produced many mimeographed bulletins needed by NEM/AV personnel in the course of their activities, and NEM/AV resource packets used in the 126 audiovisual workshops and demonstration meetings. A manual for administrators was completed.

Department Publication Budget

Information on the number or cost of other departmental publications was not available.

Research

The department has a statistical service which plans to compile data collected in the audiovisual portion of the principals' annual report on *Instructional Materials: Library and Audio-Visual*, and the *Annual Survey of the Unit Level Audio-Visual Services*.

Television

Policy Including Legal Base

In 1959, the State legislature passed a law appropriating funds to the State Board of Education for a program of education by television in the schools of the State. The State Superintendent recommends standards for courses of ETV instruction to be offered the public schools; these are adopted by the State Board of Education. State-appropriated TV funds are supplemented by local funds on a ratio determined by the State Board of Education.

Department Television Activity

The department produces four courses with approximately 30,000 students enrolled. The department contracts with the University of North Carolina for studios and broadcast service. Telecasts are rebroadcast by six commercial stations throughout the State. The Supervisor of Television supervises production and utilization of telecasts, but has no authority over the University other than that specified in the service contract, and none over the commercial stations.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages school systems to develop NEM/AV centers for production and distribution on a local basis.

Professional Organizations

The department has encouraged and supported the growth of a strong NEM/AV professional organization, particularly the Department of Audio-Visual Education of the North Carolina Education Association.

General NEM/AV Progress

It is the general opinion of the NEM/AV personnel that in the past 15 years there has been a steady growth in the establishment of NEM/AV centers and the number of school employees devoting fulltime to NEM/AV activities. The number of part-time employees in this field has increased rapidly. Except for NDEA expenditures, the amount of money spent on NEM/AV materials and equipment has increased slowly.

NORTH DAKOTA
STATE REPORT

STATE OF NORTH DAKOTA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	70,665	17
2.	Total Population	632,446	44
3.	Population Change 1950-60	+2.1	47
4.	Percentage of Urbanization 1960	35.2	50
5.	Cities over 25,000 (4)	138,385	
6.	Per Capita Personal Income	$1,526	42

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	98,853	41
8.	Secondary Pupils	39,876	44
9.	All Teachers	6,857	42
10.	Teachers with Standard Credentials	6,857	
11.	Average Teacher Salary	$3,800	46
12.	Pupil-Teacher Ratio	20.2	48
13.	Pupil Population Change 1950-60	+18.8	45
14.	Per-Pupil Expenditure 1960-61	$345.00	32

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	2.2	43
16.	State Government	28.3	36
17.	Local Government	69.5	15
18.	SDE Professional Staff Members	23	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NDM Research and Utilization Funds (NDEA) 1959-60	0	

NORTH DAKOTA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Service in this area is a general responsibility of all departmental personnel.

Methods of Handling NEM/AV Activities

All NEM/AV services are provided on a statewide basis. On occasion, 15 department personnel provide some type of assistance related to NEM/AV. Among the primary personnel in this group are the directors of State-Federal Relations (NDEA), Finance, and Special Education; a staff member of the Division of School Construction and Scholarships; and two departmental staff consultants.

Time Spent on NEM/AV Activities

It is estimated the Science Consultant (NDEA) and the Director of State Federal Relations (NDEA) each spend approximately half-time on NEM/AV matters. No estimate was available for time spent by other personnel.

Qualifications for NEM/AV Personnel

No special qualifications related to NEM/AV training or experience are required of department personnel directly responsible for NEM/AV activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget. No estimate covering such expenditures was available.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Minimum standards for the accreditation of elementary and secondary schools have been developed within the State. These standards are mandatory. The department recommends the accreditation standards developed by the North Dakota Educational Association.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

The department considers the regular standards for schoolhouse construction as adequately covering any NEM/AV requirements in building facilities.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

No estimate of services rendered was obtained. (See above: "Methods of Handling NEM/AV Activities.")

Workshops, Conferences, and Meetings

No meetings, workshops, or conferences which related in whole or in part to NEM/AV activities were sponsored or conducted by the department in 1961.

Department Equipment and Materials

Inventory of Equipment and Materials

The department does not own equipment or materials for use of the department staff in the course of their regular duties.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which related in whole or in part to NEM/AV topics.

8

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Other Research Services Available

No information regarding the availability of other research services was collected.

Television

Policy Including Legal Base

Policy regarding television had not been established at the time of the study. A recent legislative appropriation provided $46,000 to be used by the department in studying the educational television situation in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages county units to develop NEM/AV service centers with materials and equipment for use of the local schools.

Professional Organizations

The department has encouraged the growth of a strong NEM/AV group within the North Dakota Educational Association.

2

General NEM/AV Progress

It is the general opinion that slow growth is occurring in the following areas related to NEM/AV:

1. Materials distribution centers,
2. School personnel devoting part- or fulltime to NEM/AV duties, and
3. Money spent by local school districts on NEM/AV equipment and materials.

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OHIO
STATE REPORT

STATE OF OHIO

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE

			State Rank
1.	Geographic Area (in square miles)	41,222	35
2.	Total Population	9,706,397	5
3.	Population Change 1950-60	+22.1	16
4.	Percentage of Urbanization 1960	73.4	14
5.	Cities over 25,000 (40)	4,413,342	
6.	Per Capita Personal Income	$2,328	11

PUPILS AND TEACHERS

			State Rank
7.	Elementary Pupils	1,323,114	4
8.	Secondary Pupils	684,003	4
9.	All Teachers	75,278	6
10.	Teachers with Standard Credentials	70,108	
11.	Average Teacher Salary	$5,367	19
12.	Pupil-Teacher Ratio	26.7	16
13.	Pupil Population Change 1950-60	+57.1	10
14.	Per-Pupil Expenditure 1960-61	$388.00	23

RELATED STATISTICS

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	2.8	38
16.	State Government	29.1	35
17.	Local Government	68.1	16
18.	SDE Professional Staff Members	84	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$203,480	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$94,511	

OHIO -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The Division of Audio-Visual Education is one of eight major divisions of the department operating directly under the Superintendent's staff. The Division is headed by a Director who is responsible for NEM/AV activities in the State, as well as for the operation of the State Film Library.

Methods of Handling NEM/AV Activities

Three professional positions of the Division bear major responsibility for serving NEM/AV needs in the State. Division activity in public schools is conducted through the county and city levels by the Director and the Assistant Director; an Executive I position is responsible for the operation of the Library under the supervision of the Director. Seven general supervisors and five professional specialists who are fulltime department personnel offer NEM/AV services on a limited basis. Commercial representatives are invited to serve as consultants in the conferences and workshop activities throughout the State. (See section "Workshops, Conferences, and Meetings" below.)

Time Spent on NEM/AV Activities

Three professional positions in the Division are fulltime. A total of 24 fulltime clerical personnel are involved in the operation of the film library. Two general supervisors in Title III programs spend one-third time each in NEM/AV activity. Five other general supervisors spend ten per cent or less each on NEM/AV matters. Five professional specialists also devote some time in the NEM/AV area but less than ten per cent. The 50 commercial representatives provide an undetermined number of services for the Division.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience stated in the job specifications for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

An identifiable budget in the amount of $213,416.40 was provided for NEM/AV services. This was allocated as follows: salaries, $100,239.52; travel, $2,322.88; publications, $2,044.35; materials for circulation, $99,050.85; and other expenses, $9,758.83.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Standards for accreditation of elementary and secondary schools were developed by the department through conferences and committees composed of school personnel. These minimum standards are mandatory for accreditation of public and non-public schools at elementary and secondary levels; accreditation is allied to the distribution of State aid funds.

NEM/AV Standards in Accreditation

Standards which exist refer in a general way to devices and materials for classroom use. No specified quantities are mentioned in standards referring to NEM/AV materials or equipment. Within specialized instructional areas direct reference is made to recommended quantities of equipment and materials for specialized programs, such as science and industrial arts. The only specific NEM/AV requirement related to accreditation would be through certification requirements. (See section on Certification below.)

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings. Existing standards cover the following items as conventional requirements for all classrooms: minimum power supply to classrooms; ventilation control; presence of shades; and minimum storage space.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases. Currently, the Division of Audio-Visual Education is working in conjunction with the Audio-Visual Directors Association of Ohio in developing a publication dealing with NEM/AV equipment standards for public school use.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience except for Audio-Visual Supervisors. (See section below.)

NEM/AV Personnel

Special training is required for supervisors of audio-visual education. Certification is granted as a NEM/AV supervisor with 12 semester-hours minimum training in audiovisual coursework. This is called a Certificate for Supervision of Audio-Visual Education.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities. A program of reimbursement for schools utilizing ETV instruction was begun in 1962. Under this plan (applications are processed by the Audio-Visual Education Division) a school must qualify as one using televised material for regular classroom instruction for a specific course or courses for the semester. Reimbursement is made on a teacher-unit basis. For those schools qualifying, non-earmarked funds are distributed by the State to the local school board for use in its instructional program.

LEADERSHIP SERVICES

Consultation

The Director and Assistant Director are responsible for NEM/AV consultation on a statewide basis. Each year, districts within approximately 26 of the State's 88 counties are served by these two individuals. Contacts were made with all levels of local school personnel as well as school board members and lay groups. Major sources of requests are mail and phone inquiries and school personnel visits to the department.

Workshops, Conferences, and Meetings

During 1961, the department sponsored 11 one-day conferences related to NEM/AV matters with an attendance of 2,184 school personnel and 470 lay people: total attendance was 2,654. The conference activity is "tailor-made" for each program. The Division has available a selection of 25 topics which it is prepared to cover. The local unit requesting service selects from this list those topics with which it chooses to deal. In addition to these conferences, department personnel participated in six State conferences contacting a total audience of 3,900. In all, the department was active in 17 conferences dealing with NEM/AV and contacted 6,554 persons. The total number of conferences and workshops sponsored by all divisions of the department was estimated to be 50.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains equipment and materials for use in conference and workshop activity. Equipment owned by the department includes: four 16mm-motion picture projectors, six combination filmstrip-slide projectors, one overhead projector, one opaque projector, and three tape recorders. In addition to materials for distribution, the department has available for workshop and conference purposes 72 16mm-motion pictures and 27 filmstrips.

Distribution of Materials

The department distributes, primarily, films from its library. Available for school use are 3,000 film titles (11,000 prints), 71 2x2 slides, and 341 3-1/4x4 slides. During 1961, a total of 188,000 films were shipped from the Audio-Visual Education Division to public schools in the State.

Production of Materials

The department does not produce materials or equipment for classroom use in public schools.

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which related in whole or in part to NEM/AV topics.

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Other Research Services Available

The department has available or can request research from the department's Research Division or from State institutions of higher education.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding the role of television in the State. The only activity relating to the department's role in television in the State was subsequent to the period of this study and is presented in the section on NEM/AV School Finance above.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State except in an advisory capacity.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

It has been the policy of the department to encourage development of a department-operated film distribution center for motion pictures. The department also encourages establishment of local distribution centers for all materials. Further encouragement for establishment of distribution centers beyond the State level to handle specialized materials is recommended.

Professional Organizations

The department has encouraged the development of a strong professional organization within the State. The Audio-Visual Directors Association of Ohio is the State organization carrying out leadership in this area. Department participation in its activities and cooperative projects between this group and the Audio-Visual Education Division of the department have been carried out over a period of years.

General NEM/AV Progress

During the past fifteen years, progress in the establishment of local materials distribution centers in the State has increased at a slow rate. Increase in the number of part-time and fulltime public school personnel working in the NEM/AV field has been slow. There has been no change in the development of local graphic production units in the State. Expenditures for NEM/AV equipment and materials have shown a slowly increasing pattern in the public schools.

OKLAHOMA
STATE REPORT

STATE OF OKLAHOMA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE

			State Rank
1.	Geographic Area (in square miles)	69,919	18
2.	Total Population	2,328,284	27
3.	Population Change 1950-60	+4.3	43
4.	Percentage of Urbanization 1960	62.9	25
5.	Cities over 25,000 (7)	554,110	
6.	Per Capita Personal Income	$1,786	36

PUPILS AND TEACHERS

			State Rank
7.	Elementary Pupils	335,500	29
8.	Secondary Pupils	214,500	21
9.	All Teachers	21,355	26
10.	Teachers with Standard Credentials	21,355	
11.	Average Teacher Salary	$4,765	28
12.	Pupil-Teacher Ratio	25.8	21
13.	Pupil Population Change 1950-60	+18.5	46
14.	Per-Pupil Expenditure 1960-61	$320.00	38

RELATED STATISTICS

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	6.7	10
16.	State Government	42.8	23
17.	Local Government	50.5	30
18.	SDE Professional Staff Members	47	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$52,133	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$98,843	

OKLAHOMA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Responsibility for NEM/AV activities is the special concern of two staff members in the Division of Instruction; the Director of Audio-Visual Education and the Director of Television Education. Eleven other professional persons--the director and assistant directors of instruction--in the division give NEM/AV advice and assistance in the course of their duties. No NEM/AV service unit or section exists to include both television and audiovisual education; each director is responsible to the division head.

Methods of Handling NEM/AV Activities

Included in the duties he performs, the Director of Audio-Visual Education coordinates the distribution of State films in regional libraries, prepares publications, disseminates information, consults with department staff and school personnel on NEM/AV matters, compiles NEM/AV data, and participates in NEM/AV conferences. The Director of Television Education represents the department in relationships with the Oklahoma Educational Television Authority and confers with schools, institutions of higher education, TV studios and other groups in the development and use of television courses and instructional programs. He is responsible for disseminating information to school and lay groups.

Time Spent on NEM/AV Activities

The ETV director spends one hundred per cent of his time on ETV matters and has the assistance of a fulltime secretary; the NEM/AV director devotes fifteen per cent of his time and a secretary spends an equal percentage of time on NEM/AV activities.

It is estimated that the 11 staff members of the division spend twelve per cent each of their time on NEM/AV activities, frequently in relation to NDEA responsibilities.

Qualifications for NEM/AV Personnel

No educational requirements related to NEM/AV exist for department personnel. For general positions, a master's degree and teaching and administrative experience are required.

NEM/AV Finance in the Department

Funds for NEM/AV services are an identifiable budget item. The 1961 budgetary allotment was $23,528.02. Additionally, an estimated $3,500 was used from the general departmental budget for NEM/AV services.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation standards have been developed by the State. Some, as regulations, are mandatory; others are criteria or recommended standards of excellence used for approving the quality of instruction.

NEM/AV Standards in Accreditation

All NEM/AV references are criteria and therefore recommended standards. They recommend:

1. Personnel: A building coordinator for each school building, with sufficient time for the task of coordinating NEM/AV services.

2. Materials: NEM/AV materials needed to meet educational objectives; and specified types of materials that should be available in grades one through eight.

3. Equipment: NEM/AV equipment needed to meet educational objectives; and a specified, minimum list in audio and projection equipment.

4. Facilities: Libraries with adequate provision for NEM/AV materials, schools with adequate storage, bulletin board and display space; and adequate electrical outlets and light-control measures in classrooms used for projected materials.

School Plant Standards

The recommended standards for building facilities indicated above pertain to NEM/AV use in classrooms. According to NEM/AV personnel, more specific regulations are needed. Specialists in School Plant Services consult with NEM/AV personnel on NEM/AV facilities in school building construction.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

The State allocates $4.50 per pupil in operational aid funds which schools can use for purchases of NEM/AV materials and equipment. No statistics relative to NEM/AV expenditures are available.

LEADERSHIP SERVICES

Consultation

In addition to the services reported previously (See section "Methods of Handling NEM/AV Activities" above.) the Director of Audio-Visual Education consults with professional organizations and advises local schools on developing and administering audiovisual programs. The largest percentage (eighty per cent) of requests for NEM/AV services comes from visits by staff members to local districts.

Workshops, Conferences, and Meetings

During 1961, a two-day conference on new educational media co-sponsored by the department and a lay organization was attended by 600 persons. At least six meetings on television education were held for school personnel. Additional conferences were not conducted because of insufficient demand and insufficient funds.

Department Equipment and Materials

Inventory of Equipment and Materials

Available for use by department and school personnel for in-service programs are 15 equipment units: one tape recorder, one television set and the following projectors--two 16mm-motion picture, three filmstrip, three 2x2-slide, one 3-1/4x4-slide, two overhead and two opaque.

About 2,218 State-owned films are deposited in regional libraries. (See section below.) In addition to these the inventory of department-owned materials includes five motion pictures, 50 filmstrips, the same number of small slides, 50 large slides, 10 tape recordings, and 200 transparencies.

Distribution of Materials

State-owned films deposited in regional libraries located in nine State institutions of higher education are circulated to schools and lay groups for a fixed charge, the purpose of which is to amortize the State's investment. (No State funds have been appropriated for department film purchases since 1955.)

Equipment and materials in the department itself are not distributed to schools for classroom use.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

During 1961, the department did not publish any materials which related in whole or in part to NEM/AV topics.

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

Aside from statistics on the use of State-owned films, the department did not conduct or request any research studies related to NEM/AV activities during 1961.

Television

Policy Including Legal Base

By policy, the department provides leadership to schools in educational television. By law, the authority for construction, operation and the financing of television facilities with ETV channels resides in the Oklahoma Education Television Authority, an agency independent of the State Department of Education.

Department Television Activity

The department performs several functions relative to ETV developments. These include:

1. The State Superintendent of Public Instruction by law serves as a member of the Television Authority.

2. The department is represented on the Advisory Committee which advises the Authority in educational television matters.

3. The Director of Educational Television acquaints school personnel with ETV develoments and assists schools in ETV use through meetings, bulletins, and visits to schools.

4. The department indirectly supervises telecourse content for school use through procedures for granting credit.

5. The department cooperates in planning television courses and enrichment programs, in publishing schedules, and in evaluating ETV programs.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of local and regional NEM/AV centers. It does not encourage centralized State distribution centers whether by the State or some other agency. Production facilities at local or regional levels are encouraged.

Professional Organizations

The department cooperates extensively with NEM/AV organizations and supports such groups. It would welcome a strong organization interested in educational television.

General NEM/AV Progress

Progress is slow but there is evidence of growth in the following areas: establishment of new NEM/AV distribution centers and production units; the number of part- and fulltime employees with NEM/AV responsibilities; and the amount of money spent for NEM/AV materials and equipment by local schools.

OREGON
STATE REPORT

STATE OF OREGON

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	96,981	10
2.	Total Population	1,768,687	32
3.	Population Change 1950-60	+16.3	21
4.	Percentage of Urbanization 1960	62.2	27
5.	Cities over 25,000 (3)	467,349	
6.	Per Capita Personal Income	$2,171	15

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	271,611	30
8.	Secondary Pupils	127,230	32
9.	All Teachers	17,736	31
10.	Teachers with Standard Credentials	16,600	
11.	Average Teacher Salary	$5,500	17
12.	Pupil-Teacher Ratio	22.5	41
13.	Pupil Population Change 1950-60	+51.6	16
14.	Per-Pupil Expenditure 1960-61	$448.00	8

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	4.5	25
16.	State Government	29.4	34
17.	Local Government	66.1	18
18.	SDE Professional Staff Members	71	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$39,362	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$250,436	

OREGON -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

An Instructional Materials Consultant and a Supervisor of ETV are responsible for NEM/AV services. They are part of the Division of Curriculum and Instructional Services section in the Division of Instruction of the Oregon State Department of Education.

Methods of Handling NEM/AV Activities

Each of the two staff members serves on a statewide basis in terms of his specialty; one serves for ETV, the other for Instructional Materials.

Time Spent on NEM/AV Activities

Each of the two specialists spends fifty per cent of his time on NEM/AV work. It was anticipated that after July 1, 1962, each would be assigned fulltime to NEM/AV services and that a graphic artist would also be added to the staff. In addition to the two specialists, 16 department professional staff members also devote some of their time to NEM/AV services.

Qualifications for NEM/AV Personnel

Minimum requirements for the NEM/AV personnel include a master's degree and two years of teaching experience.

NEM/AV Finance in the Department

Funds for the support of NEM/AV activities are not separately identifiable in the department budget. An estimate of the cost of providing NEM/AV services is $6,000 for the fiscal year 1961.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The department has developed and published standards for accrediting Oregon elementary and secondary schools. Accreditation procedures involve the submission of reports to the department by the school concerned. This is followed by the visit of an accreditation team to evaluate the school. Minimal standards required to qualify for State financial support are mandatory and are considered in this accreditation process. A second set of standards, above these minimum standards, is recommended.

NEM/AV Standards in Accreditation

Accreditation procedures do not currently contain NEM/AV standards that are applicable to personnel. No standards are applicable to NEM/AV materials, but standards specify minimum numbers of NEM/AV equipment items.

School Plant Standards

The department has published recommended school plant standards which include items referring to NEM/AV. These apply to both elementary and secondary schools.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

Note: The Oregon Audio-Visual Association and other Oregon professional organizations, as well as officials in various State educational agencies, are seeking to revise various credential requirements to include NEM/AV experience and training.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

No estimate of services rendered was obtained. (See section "Methods of Handling NEM/AV Activities" above.) About seventy per cent of the requests for NEM/AV services come to the department by mail or telephone, and about fifteen per cent come as staff members visit local schools.

Workshops, Conferences, and Meetings

During 1961, the department conducted or sponsored nine meetings which were related to NEM/AV. These included three four-day regional meetings regarding NEM/AV in general; one ten-day Foreign Language Laboratory Conference, and five one-day conferences covering NEM/AV presentations. Total attendance at all meetings was approximately 550 persons. (Total was changed to 1,000--too late to be included in statistical tables.)

Department Equipment and Materials

Inventory of Equipment and Materials

NEM/AV equipment owned by the department includes a total of 37 major items of nine types as follows: three 16mm-motion picture projectors, four filmstrip projectors, one 2x2-slide projector, three overhead projectors, one opaque projector, eight tape recorders, five phonographs, one television set, one teaching machine, and various photographic equipment items including a complete photographic laboratory. Materials owned by the department include a total of approximately 600 items as follows: twenty 16mm-motion pictures, 250 filmstrips, 50 sets of 2x2 slides, 100 transparencies, 150 tape recordings, 50 disc recordings, 12 teaching machine programs and miscellaneous graphic materials.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

Graphic and photographic materials are produced only for the exclusive use of the department.

Publications

NEM/AV Publications

Occasionally NEM/AV articles prepared by department staff members are published in official journals and reports. The practice of reprinting articles is frequently used.

Department Publication Budget

The department printing budget amounts to approximately $25,000 annually. No figures are available on NEM/AV publication costs.

Research

Current NEM/AV Research

The department maintains a research unit which has conducted NEM/AV research studies.

Other Research Services Available

No research agencies are available to the department to conduct studies related to NEM/AV activities.

Television

Policy Including Legal Base

Primary legal responsibility for ETV channel application and operation is vested in the Oregon State System of Higher Education. The primary responsibility for the *use* of ETV in the public schools is vested in the department. Thus, while the department does not operate any ETV stations, it does approve courses and programs intended for in-school viewing.

Department Television Activity

The department is involved in ETV programing related to public schools.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department is encouraging the development of NEM/AV centers which it designates officially as Instructional Materials Centers. The department encourages development of a central NEM/AV distribution center.

Professional Organizations

The department does not feel a strong NEM/AV organization exists in Oregon. It is encouraging and assisting in the strengthening of the present Oregon NEM/AV professional organization.

General NEM/AV Progress

There is, within the past year, a rapid growth of NEM/AV service centers. There has not been a corresponding increase in the number of fulltime personnel assigned to NEM/AV activities although the number of persons assigned part-time to NEM/AV activities is slowly increasing. Districts are slowly increasing funds spent on NEM/AV activities.

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PENNSYLVANIA
STATE REPORT

STATE OF PENNSYLVANIA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	45,333	33
2.	Total Population	11,319,366	3
3.	Population Change 1950-60	+7.8	38
4.	Percentage of Urbanization 1960	71.6	17
5.	Cities over 25,000 (26)	3,937,400	
6.	Per Capita Personal Income	$2,222	14

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	1,142,641	6
8.	Secondary Pupils	855,706	3
9.	All Teachers	77,661	4
10.	Teachers with Standard Credentials	76,261	
11.	Average Teacher Salary	$5,250	21
12.	Pupil-Teacher Ratio	25.7	23
13.	Pupil Population Change 1950-60	+22.5	41
14.	Per-Pupil Expenditure 1960-61	$421.06	14

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	1.8	46
16.	State Government	51.1	16
17.	Local Government	47.1	32
18.	SDE Professional Staff Members	174	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$233,602	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$576,520	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Pennsylvania

Dr. Marcus Konick, Director
Bureau of Instructional Materials and Services
Department of Public Instruction

P. III-305, Qualifications: In the case of all these positions, equivalents are permitted, e.g., doctorate in a subject area for one in education.

P. III-306, general Method for Accreditation: Add use of evaluation teams.

NEM/AV Standards in Accreditation: Specific requirements are in process of development, and will be used by evaluation teams from the Department.

P. III-308, top paragraph: The number of 16 mm motion pictures available from the Bureau (i.e. Department) Film Library was 2,000 in 1960-1961, not 12,000.

NEM/AV Publications: This section should list A GUIDE TO THE USE OF PROGRAMED INSTRUCTION and articles by staff members.

P. III-309, Television Policy Including Legal Base. The policies and plans adopted by the State Council of Education are based upon recommendations by the Department of Public Instruction, which has recourse to the assistance of the Pennsylvania State Advisory Committee on Educational Broadcasting.

Perhaps somewhere in the survey of our activities, you might want to mention that we have exhibits of language laboratories, teaching machines and programmed materials, bulletin board displays, and the like.

P. III-309, General NEM/AV Progress. The amount of money spent on audiovisual equipment is increasing rapidly as a result of the NDEA and the NDEA-sponsored field activities of our staff. However, after the initial spurt of spending with the establishment of our bureau in 1960-61, expenditures on the state department level have been restricted to the normal rate of expansion.

PENNSYLVANIA -- DEPARTMENT OF PUBLIC EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Prime responsibility resides in the Bureau of Instructional Materials and Mass Media, an administrative unit in the Division of Special Services. The staff includes: the Bureau Chief; Chief, Division of Production and Distribution; two audiovisual specialists; a Mass Media specialist; two Information writers; six Educational Program Specialists; five technicians and four clerk-stenographers. In addition, six professional NEM/AV specialists serve on a regional basis. Thus, the total staff is 28 persons. The State library operates as an administrative unit in the department and four persons on its staff perform NEM/AV duties. Substantially, all the professional department staff members give NEM/AV information in reference to their specialized fields.

Methods of Handling NEM/AV Activities

The central staff serves the State as a whole. The State is divided into 18 regions plus Philadelphia and Pittsburgh. Six regional NEM/AV specialists are assigned to these regions and maintain their residences within the area they serve.

Time Spent on NEM/AV Activities

One information writer spends sixty per cent of his time in NEM/AV work. The other 27 staff members spend fulltime on NEM/AV work.

Qualifications for NEM/AV Personnel

The qualifications required of major staff members are: Director--doctorate in education, five years experience covering administration and utilization of NEM/AV facilities and curriculum development; Chief of the Division of Production and Distribution--master's degree with a major in NEM/AV, four years experience in public education including two years supervision of a NEM/AV unit or its equivalent; Audio-Visual Education Specialist--master's degree, experience in organization and utilization of NEM/AV facilities and two years teaching experience; Mass Media Specialist--master's degree in education with two years teaching experience; Information Writer--bachelor's degree with experience in journalism or communication.

NEM/AV Finance in the Department

A portion of the unit's operational budget is separately identifiable in the department budget and, for the fiscal year 1961, this portion totaled $91,235.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The department has developed recommended standards for accrediting elementary and secondary schools. The process is in effect a self-appraisal procedure.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

School plant standards related to NEM/AV facilities are recommended. The regulations are considered adequate covering electric power supply and outlets. It is considered regulations are needed covering ventilation for darkened rooms, room-darkening facilities, conduits, and storage and production space for NEM/AV materials.

NEM/AV Equipment Standards

General NEM/AV Standards

Minimum numbers of equipment items are recommended for accreditation.

Certification Related to NEM/AV

Classroom Teachers

A course in "Visual and Sensory Aids" is required for a permanent certificate.

Administrators and Supervisors

Certification requirements do not contain references to

NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

The NEM/AV unit provides assistance to other department staff members and serves the entire State. The regional NEM/AV specialists serve only in the regions to which they are assigned.

Workshops, Conferences, and Meetings

The Bureau staff, during the school year of 1961, conducted 104 meetings attended by approximately 8,900 educators. The subjects covered in the meetings included programed learning, ETV and radio, NEM/AV cross-media, regional instructional materials centers, NDEA programs and other NEM/AV subjects. In addition to these, the staff presented radio and television broadcasts.

Department Equipment and Materials

Inventory of Equipment and Materials

The NEM/AV unit has an inventory of approximately 69 major items of NEM/AV equipment of 12 types for the exclusive use of the department staff which includes: fifteen 16mm-motion picture projectors, six overhead projectors, two opaque projectors, 11 tape recorders, three phonographs, one radio, five TV sets, one closed-circuit TV unit, 14 combination filmstrip-slide projectors, and various items of photographic laboratory equipment. Materials for public education use available from the department include: 32,000 16mm-motion pictures, 700 disc recordings and 222 television programs.

Distribution of Materials

The department has organized and partially supports 15 regional NEM/AV service centers circulating over 30,000 16mm instructional films to schools in addition to other NEM/AV items. Five additional centers are being planned. In addition to the materials mentioned above, the State Library, which is under cognizance of the department owns and circulates for use by the general public a collection of filmstrips and slides.

Production of Materials

During 1961, two 16mm films, 500 slides, 83 transparencies, 5,100 tape recordings, 4,110 radio broadcasts, 59 television programs, one filmstrip, and 2,714 graphic items were produced for use in the public schools of Pennsylvania.

Publications

NEM/AV Publications

Since 1945, all significant publications covering units of instruction have included a list of NEM/AV materials for use in teaching the specific subjects.

Department Publication Budget

The budget for all publications by the department was not identifiable. The Bureau's printing budget for 1961 was $3,800.

Research

Current NEM/AV Research

The department has an administrative research unit. The NEM/AV unit has used institutions of higher learning; regional, county, and local school districts research facilities; and private non-profit companies. Studies covering various aspects of ETV are in progress.

Television

Policy Including Legal Base

By law the department is responsible for ETV developments in the State. A State Council of Education advises the department regarding ETV. This Council is responsible for developing State plans for ETV including identification of service areas, organization and supervision of regional broadcasting councils, and advice and approval of educational television facilities.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department has encouraged the development of NEM/AV materials distribution centers on a regional basis. It also encourages production of simple materials by the NEM/AV regional centers as well as by local schools.

Professional Organizations

The NEM/AV unit has encouraged the development of a strong NEM/AV professional organization. It feels the Pennsylvania Learning Resources Association has developed into an influential organization. It cooperates closely with that organization.

General NEM/AV Progress

There has been rapid growth of NEM/AV materials distribution centers. Growth of production centers has been slow. The number of school employees devoting time to NEM/AV activities is increasing slowly. The amount of money being spent for NEM/AV is increasing slowly.

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RHODE ISLAND
STATE REPORT

STATE OF RHODE ISLAND

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	1,214	50
2.	Total Population	859,488	39
3.	Population Change 1950-60	+8.5	36
4.	Percentage of Urbanization 1960	86.4	2
5.	Cities over 25,000 (7)	545,760	
6.	Per Capita Personal Income	$2,156	16

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	78,783	44
8.	Secondary Pupils	57,610	40
9.	All Teachers	5,583	43
10.	Teachers with Standard Credentials	5,234	
11.	Average Teacher Salary	$5,600	13
12.	Pupil-Teacher Ratio	24.4	27
13.	Pupil Population Change 1950-60	+35.6	30
14.	Per-Pupil Expenditure 1960-61	$417.00	16

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	4.1	29
16.	State Government	24.9	40
17.	Local Government	71.0	13
18.	SDE Professional Staff Members	44	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$2,841	

RHODE ISLAND -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Primary responsibility is placed in the Audio-Visual Section of the Division of Instructional Services. Two staff members provide statewide services related to NEM/AV: the Supervisor of Audio-Visual Aids and the Assistant Supervisor of Audio-Visual Aids. Ten supervisors of special areas in the Division of Instructional Services and four from other divisions of the department give NEM/AV advice in the course of their regular duties.

Methods of Handling NEM/AV Activities

The Supervisor of Audio-Visual Aids spends part-time as director of the Audio-Visual Section and the remainder of his time on the instructional staff of the Rhode Island College, where the unit is located. The Assistant Supervisor spends fulltime on NEM/AV activities. This Section is responsible for directing the film and tape recording service; conducting film previews, in-service meetings, and workshops; disseminating NEM/AV information; preparing bibliographies, guides and catalogs; consulting on new equipment and materials; assisting in the development of local NEM/AV programs; training in the production of simple materials; and providing services related to educational television.

Time Spent on NEM/AV Activities

The Supervisor of Audio-Visual Aids spends twenty-five per cent of his time as head of the Section and the Assistant Supervisor devotes one hundred per cent of his time to NEM/AV activities. No estimate was available for the amount of time spent by the 14 other department staff members on NEM/AV matters. In addition, one clerical and two technical employees work fulltime in connection with the State film and tape library.

Qualifications for NEM/AV Personnel

A master's degree and teaching experience are required for the NAM/AV related positions.

NEM/AV Finance in the Department

The allotment for NEM/AV activities of the department which could be identified in the 1960-61 fiscal year budget totaled approximately $36,000. Of this, an estimated $22,500 was spent for salaries and operational costs, and $13,500 for materials for circulation.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation is a matter of local school district decision. A district may call on the New England Association of Colleges and Secondary Schools or the National Association of Secondary School Principals for accrediting purposes.

NEM/AV Standards in Accreditation

Accreditation procedures do not currently contain specific requirements pertaining to NEM/AV activities of schools. Citizens groups are looking into the matter of NEM/AV standards in connection with their study of the entire accreditation problem.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings. Personnel concerned with school building construction consult with the NEM/AV supervisors on matters related to facilities for NEM/AV use.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

Currently, there is no special certification for school personnel with prime responsibilities in NEM/AV activities. Consideration, however, is being given to future requirements which may include at least a basic course on the use and/or production of NEM/AV materials.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

The Audio-Visual Section provides information and consultation to school personnel in the State's 350 schools concerning purchases and uses of NEM/AV materials and equipment; assistance in the local production and use of simple NEM/AV materials; and counsel on NEM/AV materials in curriculum revision. (See section "Methods of Handling NEM/AV Activities" above.) Most requests for service come during visits by staff members to local districts and through mail and phone inquiries.

Workshops, Conferences, and Meetings

During 1961, the Audio-Visual Section co-sponsored, and/or participated in 32 meetings related to NEM/AV activities. One seminar, one summer workshop, and one large meeting dealt with programed learning and teaching machines. About one-half of the workshops were devoted to the preparation of teacher-made materials.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns a total of 18 units of NEM/AV equipment; two 16mm-motion picture projectors, two filmstrip projectors, two 2x2-slide projectors, two overhead projectors, four tape recorders, three record players, three teaching machines, and some miscellaneous items. Materials owned include 1,300 motion picture titles, 400 tape recordings, 100 filmstrips, 100 transparencies, and a small collection of slides, disc recordings, and teaching machine programs. The Audio-Visual Section contemplates adding language laboratory materials and life-size transparencies. The films and tapes are for general distribution (See section below.); the other equipment and materials are for professional use by the staff and by local supervisors and administrators for in-service education.

Distribution of Materials

Thirteen hundred titles of educational films and 400 tape recordings are available from the film and tape library to all public and private schools, institutions, and agencies for only a transportation charge. During 1960, the last full year for which figures were available, 10,228 films were distributed. Between January and June of 1961, 5,895 films were distributed--a yearly increase of 1,103 over the previous year.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

The Audio-Visual Section publishes a film catalog every second year and supplements as they are needed. These are distributed to all teachers in both private and public schools. In 1961, Films and Filmstrips in Guidance, a special listing, was sent to all secondary school personnel with guidance responsibilities. The department's monthly bulletin frequently carries NEM/AV news items.

Department Publication Budget

The total number of department publications was approximately 125 in 1961; no estimate of publication costs was available.

Research

At the time of the study, the department was cooperating with a private university by giving consultation on an experiment in programed instruction in junior high school mathematics. Results were not yet available. No research agencies are available to the department to conduct studies related to NEM/AV activities.

Television

Policy Including Legal Base

By law and by policy, the State Department of Education is responsible for leadership in educational television for the benefit of all citizens in the State. The State Board of Education is empowered to control ETV channels assigned to the State, to construct, direct, and operate non-commercial ETV facilities, and to make necessary personnel and financial arrangements to activate one or more stations needed to serve the entire State.

Department Television Activity

Because a UHF channel assigned to the State does not give adequate coverage, the State Board of Education has asked the FCC for a VHF channel for a broader programing service. An Educational Television Advisory Committee was created by the legislature to make recommendations to the State Board of Education, although ultimate policy decisions rest with the Board. This Committee is presently studying problems relative to the establishment of a statewide educational television service.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department, with some qualifications, encourages the development of regional and local distribution centers. It encourages central State distribution for more expensive NEM/AV materials, but not for inexpensive and easily-damaged items. Local and regional production of simple and inexpensive NEM/AV materials is encouraged by the department.

Professional Organizations

By policy, the department would encourage a strong professional organization, if one existed. It looks forward to the development of a strong regional NEM/AV organization which would represent several States.

General NEM/AV Progress

It is the opinion of members of the Audio-Visual Section that rapid growth is occurring in the number of school employees giving part-time to NEM/AV activities. Slow but steady growth is evident in the following areas related to NEM/AV activities:

1. Materials distribution centers;
2. School personnel devoting fulltime to NEM/AV duties;
3. Local districts graphic production units; and,
4. Local expenditures for NEM/AV equipment and materials.

SOUTH CAROLINA
STATE REPORT

STATE OF SOUTH CAROLINA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	31,055	40
2.	Total Population	2,382,594	26
3.	Population Change 1950-60	+12.5	32
4.	Percentage of Urbanization 1960	41.2	43
5.	Cities over 25,000 (6)	335,893	
6.	Per Capita Personal Income	$1,332	48

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	379,470	23
8.	Secondary Pupils	219,088	20
9.	All Teachers	21,273	27
10.	Teachers with Standard Credentials	21,236	
11.	Average Teacher Salary	$3,725	47
12.	Pupil-Teacher Ratio	28.1	9
13.	Pupil Population Change 1950-60	+23.2	38
14.	Per-Pupil Expenditure 1960-61	$223.00	49

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	6.3	13
16.	State Government	71.8	2
17.	Local Government	24.3	47
18.	SDE Professional Staff Members	57	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$65,095	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

South Carolina

Dr. J. C. Holler, Director
Division of Instruction
State Department of Education

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12. Pupil-Teacher Ratio

It should be noted that this figure is based on average daily attendance rather than enrollment. Also, we would like to see a footnote as to how "State Rank" is being used in this specific case. As it is, it gives the impression that South Carolina ranks 9th in low pupil-teacher ratio instead of 41. A clarifying note would be helpful.

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General NEM/AV Standards

The department does not publish standards as such related to NEM/AV equipment for school purchase, but has developed criteria for purchase of NEM/AV materials in addition to Federal requirements related to NDEA purchases.

Classroom Teachers

While certification standards do not require courses in training or experience, the standards do refer specifically to electives in materials of instruction.

Administrators and Supervisors

While certification standards do not require courses in training or experience, the standards do refer specifically to electives in materials of instruction.

School Librarians and AV Building Coordinators

The materials courses for school librarians are interpreted by certification to include NEM/AV and are thus described: "Materials - courses in this area cover the content, selection, use and, where appropriate, the production of materials. The materials covered by these courses include books, magazines, tapes, slides, transparencies, maps, globes, charts, flat pictures, films, TV programs. An understanding of equipment needed in use of materials should be included." The above description of materials courses required for librarians' certification reflects the "instructional materials center" idea fostered by the State Department of Education.

SOUTH CAROLINA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Prime responsibility for NEM/AV services resides in the Supervisor of Audio-Visual Education in the Division of Instruction. This is supplemented by four supervisors--modern foreign language, mathematics, library services, and certification--and the coordinator of Title III, all of whom devote time to NEM/AV matters as they work with local school personnel. Elementary and secondary supervisors give NEM/AV advice and assistance in the course of their regular duties.

Methods of Handling NEM/AV Activities

The Division of Instruction staff serves the State's 109 districts as a whole in providing services to schools. Preparation of bibliographies, curriculum materials, participation in meetings, and assistance to schools in developing NEM/AV programs are some of the NEM/AV activities in which local schools and the department cooperate to improve instruction.

Time Spent on NEM/AV Activities

The Supervisor of Audio-Visual Education spends fulltime on his responsibilities and is assisted by a stenographer who spends seventy per cent of her time on NEM/AV assignments. The five other staff personnel mentioned in the first section above spend ten per cent or more of their time on new educational media. No estimate was obtained on the amount of time spent by other department personnel.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities. General requirements for the NEM/AV position call for a master's degree and teaching and supervision experience.

NEM/AV Finance in the Department

Funds for NEM/AV services are not separately identifiable items in the department budget. Estimated operational costs for the 1961 fiscal year were $16,000.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation standards, developed by the State, are mandatory for all schools wishing to operate as accredited systems. Beyond the mandatory minimums, recommended standards are established as desirable educational goals. Procedures for accreditation are based on programs of self-evaluation, formal reports to the department, and visits by State supervisory personnel.

NEM/AV Standards in Accreditation

In elementary schools, minimum NEM/AV requirements for materials, equipment, personnel skills, and physical facilities are not specified. Recommended goals for facilities specify provisions for storage and servicing areas for NEM/AV materials and equipment; for facilities to promote the display and wide use of audiovisual aids; for classroom projection, radio and TV reception, suitable electrical connections, mechanical methods of ventilation, and light-control measures. In addition to the foregoing provisions, recommended for multi-purpose rooms are a public address system, a projection island, a suitable screen, and acoustical treatment. For secondary schools, accreditation standards recommend that school libraries make NEM/AV materials available to meet instructional needs, and that a minimum of $3 per pupil be expended for all types of instructional materials exclusive of printed materials for libraries.

School Plant Standards

School plant standards include both minimum and recommended goals published in the accreditation standards for elementary schools. Other than the general recommendations reported in the section above, no other school building standards pertain to classroom uses of NEM/AV. It is the opinion of the department that more standards or regulations related to building facilities for NEM/AV are needed at the secondary level. Staff members of the School Planning Section consult with the Supervisor of Audio-Visual Education on NEM/AV facilities.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities. The State department is working toward an instructional media supervisor's certificate but believes this should follow: (1) development of a strong corps of local NEM/AV coordinators; and (2) development of improved NEM/AV offerings within the teacher education institutions.

School Librarians

A course in materials covering book and non-book materials is a requirement for certification in library science.

NEM/AV School Finance

State Aid Funds

Except for NDEA funds, the department does not distribute funds specifically earmarked for NEM/AV programs. During 1960-61, the department did not distribute any general purpose funds which could be used by local districts for the acquisition of NEM/AV materials and equipment. At the time of the study, the department was in the process of developing and recommending a Minimum Foundation Plan.

LEADERSHIP SERVICES

Consultation

The Annual School Reports from principals carry requests from local schools for NEM/AV assistance and consultation. The Supervisor of Audio-Visual Education also consults with the more than

900 building coordinators in local districts to help assure proper use and evaluation of NEM/AV materials. Requests for service come from the following sources in this rank order: (1) mail and phone inquiries, (2) staff members visits to local districts, (3) informal contacts at meetings, (4) school personnel visits to the department, and (5) the Annual School Reports. No estimate of consultation services rendered other than the foregoing and those outlined in the section "Methods of Handling NEM/AV Activities" was obtained.

Workshops, Conferences, and Meetings

During 1961, the department sponsored one three-day workshop for NEM/AV building coordinators and twenty-three local district workshops on utilization for teachers. A statewide conference on new educational media was attended by 600 supervisors and administrators.

Department Equipment and Materials

Inventory of Equipment and Materials

Department-owned materials and equipment are exclusively for staff use in workshops and conferences. The equipment inventory includes 20 items of nine different types: one photocopy machine, three record players, three tape recorders, and the following projectors: three 16mm-motion picture, two filmstrip, two 2x2-slide, one 3-1/4x4 slide, three overhead, and two opaque. Materials owned by the department are inventoried as: 12 motion pictures, 20 filmstrips, 200 small and 100 large slides, 100 transparencies, 40 tapes, six teaching machine programs, and 125 items of graphic materials.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

During 1961, the department produced 40 tape recordings for the study of foreign languages. These are available to the department and local schools.

Publications

NEM/AV Publications

During 1961, no publications were issued dealing entirely with NEM/AV matters. The department issued four publications dealing in part with NEM/AV activities.

Department Publication Budget

The budget for all department publications was not identifiable; the Division of Instruction expended $27,000 for publications in 1961.

Research

Current NEM/AV Research

Statistics related to NEM/AV were collected by the department from the Elementary School Reports during 1961. These deal with quantities of equipment, numbers of audiovisual centers in libraries, numbers of building coordinators, and the amount spent per pupil for instructional materials and equipment.

Other Research Services Available

Upon request, institutions of higher education cooperate with the department in research related to NEM/AV. At the time of the study, two such research studies were being conducted.

Television

Policy Including Legal Base

The State's Educational Television Commission is a corporate body, independent of the State Department of Education; it is supported by foundation funds and legislative appropriations. The Commission operates a statewide closed-circuit system and produces high school courses. The department, by policy, cooperates with the Commission, and encourages the utilization of programs.

Department Television Activity

The department participates in planning and advising on in-school programs as a member on the Advisory Council to the Commission. The department also consults with local personnel on instructional methods and problems related to the use of educational television programs.

GENERAL POLICIES AND COMMENTS

NBM/AV Centers

The department encourages the development of local and regional materials distribution centers and local production facilities for materials for local use. The department also favors a central State distribution center and in its 1960-61 Annual Report recommended to the legislature that the State establish a free film library to distribute audiovisual aids to school districts.

Professional Organizations

The department would encourage and support a strong professional organization if one existed--possibly one that includes both NBM/AV personnel and librarians.

General NBM/AV Progress

It is the general opinion that in the past fifteen years there has been a steady, slow growth in these areas of NBM/AV activities: (1) establishment of NBM/AV materials distribution centers; (2) growth of local graphic materials production centers; and (3) number of school personnel with fulltime NBM/AV responsibilities. A rapid increase is evidenced in the number of part-time school employees with NBM/AV duties and the amount of money spent on the acquisition of NBM/AV materials and equipment for local schools.

SOUTH DAKOTA
STATUS REPORT

STATE OF SOUTH DAKOTA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	77,047	16
2.	Total Population	680,514	40
3.	Population Change 1950-60	+4.3	44
4.	Percentage of Urbanization 1960	39.3	43
5.	Cities over 25,000 (2)	107,133	
6.	Per Capita Personal Income	$1,476	46

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	103,844	39
8.	Secondary Pupils	40,422	42
9.	All Teachers	7,058	39
10.	Teachers with Standard Credentials	6,787	
11.	Average Teacher Salary	$3,675	48
12.	Pupil-Teacher Ratio	19.8	50
13.	Pupil Population Change 1950-60	+27.7	36
14.	Per-Pupil Expenditure 1960-61	$330.00	31

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	3.6	16
16.	State Government	8.2	48
17.	Local Government	86.6	3
18.	SDE Professional Staff Members	26	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$30,000	
20.	SDE Research and Utilization Funds (NDEA) 1959-60	0	

SOUTH DAKOTA -- STATE DEPARTMENT OF PUBLIC INSTRUCTION

EMS/AV ORGANIZATION

Personnel

Responsibility for EMS/AV Activities

The department has no special unit which is responsible for EMS/AV activity. Responsibility for EMS/AV matters is spread over the staff generally.

Methods of Handling EMS/AV Activities

To perform EMS/AV services the following personnel have been assigned responsibility: the Deputy State Superintendent, one Elementary and one Secondary Supervisor, and one professional specialist in Counseling and Guidance. Additionally, 10 consultants from outside the department are brought in for handling EMS/AV services.

Time Spent on EMS/AV Activities

The Deputy Superintendent spends two per cent of his time on EMS/AV matters; the Elementary and Secondary Supervisors spend a total of twenty per cent in this area; a professional specialist devotes approximately eight per cent to EMS/AV activity; the 10 outside consultants are utilized fulltime for one month; one-half of this time is given to EMS/AV matters. Secretarial assistance in the amount of twenty per cent of a position is available for EMS/AV services.

Qualifications for EMS/AV Personnel

There are no specific qualifications related to EMS/AV training or experience for department personnel with responsibility in these activities.

EMS/AV Finance in the Department

Department expenditures for EMS/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation standards are State-developed. These are mandatory for elementary and secondary schools, both public and non-public. Accreditation is granted for a one-year period based upon a visitation evaluation. The State has adopted a uniform course of study.

EDM/AV Standards in Accreditation

Secondary school accreditation standards do not contain specific references to EDM/AV activities. Elementary standards contain references to types of equipment: radio, filmstrip projector, 16mm-motion picture projector, phonograph, tape recorder, opaque projector, duplicating machine, bulletin boards; and, materials: maps, globes, and atlases which shall be available, but no reference is made as to quantities. No reference is made to personnel skills or training in EDM/AV.

School Plant Standards

Plans and specifications for all school buildings must be reviewed and approved by the State Superintendent, State Engineer, Department of Public Health, and the State Fire Marshall. Though there exists no publication devoted to school buildings, a section of the elementary accreditation standards makes specific reference to the following items which have a bearing on EDM/AV: number of outlets (four), light control to permit projection, chalkboard area (20 feet), and a general reference to "adequate and convenient storage for teaching aids." No such references are provided for the secondary schools.

EDM/AV Equipment Standards

General EDM/AV Standards

The Department does not publish standards related to EDM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to EDM/AV

Classroom Teachers

Certification requirements do not contain references to EDM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

NEM/AV services are provided on a statewide basis by Department personnel as they carry out other regular consultative and advisory responsibilities. Additionally, the Department is required by law to meet in convention for 25 hours each year with local public and non-public school administrators. To assist in administration of this program, the State has been divided into six areas called "circuits." The consultation program is carried out through circuits, counties, and district organizations. Three staff members provide an estimated 135 services each per year which involve some reference to NEM/AV. No estimate of services involving newer educational media only was obtained. Inquiries directed to the Department for advice and consultation come primarily through mail and phone inquiries; school personnel visits to the Department are the other major way by which requests are made.

Workshops, Conferences, and Meetings

During 1965, the Department sponsored or co-sponsored a total of seven workshops and conferences related to NEM/AV matters. These meetings ranged from one to three days in length with an estimated audience of 1,132 professional educators. In the same period the total number of conferences and workshops sponsored by the entire department was 153.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains the following equipment for use by its staff: two 16mm-motion picture projectors, one 8mm-motion picture projector, four combination filmstrip-slide projectors, two 3-1/4x4-slide projectors, one overhead projector, one opaque projector, three tape recorders, two phonographs, one radio, one 35mm camera and accessories, one polaroid camera, five screens, and three thermofax machines for use in preparing many overhead transparencies. Other equipment and materials are available for department use from State colleges. Materials for use by the staff include sixty 16mm motion pictures, 100 filmstrips, three tape recordings, sample teaching machine programs, and charts and graphics.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

During 1962, the department produced four radio broadcasts for use in the public schools; 30 overhead transparencies were also produced.

Publications

NDEA/AV Publications

During 1962, the department did not publish any materials which related in whole or in part to NDEA/AV topics.

Department Publication Budget

The department estimate of total publications by all divisions was six one-time publications and 72 issues of serial publications. This figure included mimeographed publications for distribution; cost of publications, exclusive of mimeographing, was $6,047.28.

Research

During 1962, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of local and county distribution centers for handling NEM/AV materials; no State center exists or is planned. Consistent with this policy, production units are encouraged on a regional basis.

Professional Organizations

There is no special group devoted to NEM/AV in the State. However, the South Dakota Association of School Administrators has exercised considerable leadership in this area. This group is one which was organized by legislative statute; the department maintains a close association with this group and participates in its activities.

General NEM/AV Progress

Progress in NEM/AV since World War II has occurred at a slow rate but it has shown a steady increase. This is also true of the establishment of media distribution and production centers, of the number of part-time and full-time employees dealing with NEM/AV, and of the amount of money spent for NEM/AV equipment and materials. Because of NDEA, the expenditure pattern in the State has shown a very rapid increase in the last three years.

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TENNESSEE
STATE REPORT

STATE OF TENNESSEE

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	42,244	34
2.	Total Population	3,567,089	17
3.	Population Change 1950-60	+8.4	37
4.	Percentage of Urbanization 1960	52.3	37
5.	Cities over 25,000 (8)	1,012,123	
6.	Per Capita Personal Income	$1,521	43

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	585,000	15
8.	Secondary Pupils	260,000	18
9.	All Teachers	29,593	17
10.	Teachers with Standard Credentials	28,518	
11.	Average Teacher Salary	$4,065	42
12.	Pupil-Teacher Ratio	28.6	7
13.	Pupil Population Change 1950-60	+21.9	43
14.	Per-Pupil Expenditure 1960-61	$228.00	47

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	3.8	30
16.	State Government	55.2	12
17.	Local Government	41.0	36
18.	SDE Professional Staff Members	68	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$84,158	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$4,934	

TENNESSEE -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

An administrative unit, the Department of Libraries and Instructional Materials, is a part of the Division of Instruction operating under the Coordinator of Instruction who is responsible to the State Commissioner. The department bears prime responsibility for NEM/AV services and consultation within the department.

Methods of Handling NEM/AV Activities

Two Supervisors of Instruction--Audio-Visual, and Library and Instructional Materials--are chiefly responsible for matters concerning NEM/AV. Seven Regional Supervisors operate from the State college campuses providing some NEM/AV services. Ten department subject matter supervisors provide NEM/AV services in subject areas. Five professional specialists from the department--school plant and transportation--are also involved in NEM/AV activity. Additionally, 85 consultants from outside the department are involved in activities of the State Curriculum Committee which spends some time in matters concerning NEM/AV.

Time Spent on NEM/AV Activities

Both of the Supervisors of Instruction spend fulltime on matters relating to NEM/AV. To support the NEM/AV unit, two fulltime clerical and one fulltime technical positions are involved with NEM/AV. Each of two Foreign Language Supervisors spends one-fourth time in activity in this area. Two Science Supervisors spend fifteen per cent each in services directly related to NEM/AV. A Mathematics Supervisor, also, is concerned with NEM/AV about fifteen per cent of his time. The seven Regional Supervisors spend an average of twenty per cent each of their time in services dealing with NEM/AV. Ten additional department staff members spend an unestimated portion of time in activity related to NEM/AV. Outside consultants are concerned with NEM/AV matters less than five per cent of the time in each case.

Qualifications for NEM/AV Personnel

Professional qualifications for State Supervisors and Regional Supervisors are a master's degree with a major in the field of supervision and a minimum of three years of teaching experience.

NEM/AV Finance in the Department

The budget for the Department of Libraries and Instructional Materials for the 1961 fiscal year allotted $52,800 for salaries, $8,400 for travel, $2,000 for publications, $12,000 for circulation of materials, and $2,300 for other expenses. The total budget was $77,500.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

A published statement of minimum requirements for approval of all public schools has been issued by the State Board. These standards were developed through the department and are mandatory for all elementary and secondary schools in order to receive State monies. Approval is granted on a yearly basis through submission of reports to the State Commissioner. Ninety per cent of the State's schools exceed these minimums.

NEM/AV Standards in Accreditation

Within the standards are some direct references to items relating to NEM/AV materials--globes, maps, pictures, slides, recordings, films, exhibit materials; and equipment--projector, record player; but no references are included concerning minimum or suggested quantities or types.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings except for those which might be considered conventional requirements for a learning environment.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases. The department anticipates publication of a handbook suggesting uses of equipment and criteria for selection in the near future.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience. At present, certification requirements are undergoing change but no inclusion of additional NEM/AV training is anticipated.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel other than librarians with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements for librarians and teacher-librarians contain references to coursework dealing with broad areas of concern, including audiovisual materials. No specified subject content or numbers of courses are mentioned.

NEM/AV School Finance

State Aid Funds

For over 10 years Tennessee has distributed State funds to all Tennessee Public School Systems which were, in part, earmarked for NEM/AV uses. Prior to 1952, $1.45 per pupil average daily attendance was distributed to local public school systems to be used for instructional materials including some textbooks. With the passage of the Tennessee State Textbook Law in 1952, separate funds were provided for the purchase of textbooks for all public school pupils, grades 1-12. In addition, the General Education Bill of the Tennessee General Assembly provided funds in the amount of $1.25 per pupil average daily attendance for instructional materials excluding textbooks. Each school system submits a plan for expenditure of these funds to the Supervisor of Libraries and Instruction Materials for approval. Of the $1.25, the proportions run about 50¢ for library books and 75¢ spread over NEM/AV materials and equipment, and other consumable items for school use. Monies are also made available through a separate ETV Commission to local school systems. Any school system or group of school systems setting up an educational broadcasting television system and presenting its FCC broadcasting license to the Commission is eligible to receive $50,000 in matching funds annually for operation purposes. Local systems may use other local money for purchase of NDEA/AV materials and equipment.

LEADERSHIP SERVICES

Consultation

Two fulltime staff members are responsible for general NDEA/AV service and consultation in the State, working through the 23 county units. Seven regional supervisors cover each of the seven regions in the State on a more specialized basis. Five Title III supervisors provide statewide consultation relative to their NDEA/AV subject matter needs. Ten subject matter and professional specialists also serve on a statewide basis. As part of a State requirement, every teacher is required to participate in 10 days of in-service education. (See section below.) Requests for services most often come through mail and phone inquiries directed to the department. Visits of regional supervisors in the districts are also an important means of requesting departmental assistance.

Workshops, Conferences, and Meetings

During 1961, the department conducted 29 in-service sessions in the public schools, contacting 2,000 classroom teachers. In addition to in-service meetings, the department sponsored 18 conferences and workshops dealing with topics related to NDEA/AV. Audiences at these sessions, numbering 715, were classroom teachers, television teachers and staffs, instructional materials staffs, and librarians. The total number of conferences was 47 with an attendance of 2,820.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains an inventory of equipment for conference activity. Generally, equipment and materials are borrowed from the district where the workshops are held. Included in the inventory are: three 16mm-motion picture projectors; two filmstrip projectors; two filmstrip viewers; one slide projector; two tape recorders; and two phonographs. Materials for staff and in-service use include: 2,070 16mm films; 100 filmstrips; 200 slides; and a few overhead transparencies.

Distribution of Materials

The department maintains and circulates films through its facilition. Two classes of films are circulated: those for classroom use ([illegible]) and those for professional use ([illegible]); the total number of distributed films is [illegible]. During 1961, there were [illegible] bookings scheduled in which [illegible] showings reached an estimated audience of [illegible] persons.

Production of Materials

The department does not produce materials for classroom use in the public schools.

Publications

NEM/AV Publications

During 1961, the department issued six publications related to NEM/AV. Two of these were wholly related to NEM/AV matters. Three publications dealt with means and criteria for improvement of the instructional program at the following levels: teacher, principal, and supervisor-administrators. A bibliography of materials was the only other publication released during this period.

Department Publication Budget

No estimate for the budget for the total number of publications issued by the entire department was made.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities. Some experimental activity in ETV is reported in the section below.

Television

Policy Including Legal Base

A three-man ETV Commission has been established by the legislature to handle TV problems in the State. The department is represented on this Commission by the Commissioner of Education. One function established by the legislature and administered by the Commission in 1959 was to provide $50,000 for authorized agencies obtaining an educational channel allocation and establishing an instructional broadcast program. A report issued in 1961 presented recommendations for continued participation in educational television by the State government.

Department Television Activity

The Department is participating in an experimental language program. Operating with State-furnished equipment which is carried from school to school, CCTV broadcasts are originated in one classroom and broadcast to four or five adjoining classrooms. The teacher then moves to another school for additional instructional sessions. Report of this activity is due in the Fall of 1962. Other ETV activity in the State is being carried out by local districts.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The Department has encouraged the growth and development of materials distribution centers at the county and city levels. The Department believes that the Department should operate a central State distribution center but that this be restricted to 16mm films. Development of local production units has been encouraged at the county and city levels and the Department further assists in planning coordinated arrangements between existing units.

Professional Organizations

A small professional NEM/AV group is organized in the State and exerts leadership in activities related to the NEM/AV area. The Department participates in the activities of this group through individual membership of its staff members.

General NEM/AV Progress

In estimating changes over the past 15-year period, the department feels that the growth of materials distribution centers in the State has shown rapid growth, particularly in the past five-year period. The number of fulltime public school employees engaged in NEM/AV activity is increasing rapidly in the State. Establishment of production centers for graphic materials has shown no notable change since World War II. The number of part-time staff and the amount of money spent for acquisition of NEM/AV materials and equipment have been slowly increasing over the same period.

[illegible]

TEXAS
STATE REPORT

[illegible]

III-266

STATE OF TEXAS

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE

			State Rank
1.	Geographic Area (in square miles)	267,339	2
2.	Total Population	9,579,677	6
3.	Population Change 1950-60	+24.2	14
4.	Percentage of Urbanization 1960	75.0	9
5.	Cities over 25,000 (39)	4,255,814	
6.	Per Capita Personal Income	$1,908	31

PUPILS AND TEACHERS

			State Rank
7.	Elementary Pupils	1,712,172	4
8.	Secondary Pupils	506,658	7
9.	All Teachers	89,231	3
10.	Teachers with Standard Credentials	78,631	
11.	Average Teacher Salary	$4,900	24
12.	Pupil-Teacher Ratio	25.0	19
13.	Pupil Population Change 1950-60	+30.6	17
14.	Per-Pupil Expenditure 1960-61	$330.00	33

RELATED STATISTICS

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	4.3	26
16.	State Government	50.0	18
17.	Local Government	45.5	33
18.	SDE Professional Staff Members	98	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$221,303	
20.	NDEA Research and Utilization Funds (NDEA) 1959-60	$144,424	

TEXAS -- TEXAS EDUCATION AGENCY

EDM/AV ORGANIZATION

Personnel

Responsibility for EDM/AV Activities

Responsibility for EDM/AV services resides in two divisions, both under the direction of the Assistant Commissioner for Instruction. The Division of Instructional Media, a EDM/AV service unit, is comprised of four staff members--the director, assistant director, and two consultants--whose chief responsibility is the administration of the Instructional Media Project under the National Defense Education Act. In the Division of Guidance and Supervision, the other unit, the Consultant in Audio-Visual Education and the Consultant in Library Services and Instructional Materials have major EDM/AV responsibilities. Four other Department staff members, including the Assistant Commissioner, spend a fifth or more of their time on EDM/AV activities. Additionally, on occasion, six consultants and two specialists in school plant design give advice and assistance in this field.

Methods of Handling EDM/AV Activities

EDM/AV personnel work together to provide services to the State as a whole with its more than 1,400 school districts. They initiate and participate in in-service education programs in the areas of audiovisual education and educational television; prepare curriculum materials; provide leadership for the Instructional Media Project mentioned above, and are available for other services to be discussed in later sections of this report.

Time Spent on EDM/AV Activities

Four professional staff members in the Division of Instructional Media and the Audio-Visual Education Consultant in the Division of Guidance and Supervision each spend fulltime on EDM/AV responsibilities. The Consultant in Library Services and Instructional Materials gives twenty-five per cent of his time, and four other Department staff members each spend an estimated twenty per cent of their time on EDM/AV activities. One fulltime secretarial, two fulltime clerical, and one and one-half technical positions are assigned EDM/AV duties. A staff artist spends thirty per cent of his time in this field. In all, the equivalent of 6.05 professional and 4.8 nonprofessional positions are devoted to EDM/AV services. This does not include the time, estimated at less than ten per cent each for the eight other professional persons mentioned in the section on "Responsibility for EDM/AV Activities" above.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for Department personnel with responsibility in these activities. Education requirements call for a master's degree and five years of teaching experience.

NEM/AV Finance in the Department

Funds specifically for the Division of Instructional Media are identifiable budget items and for the eight months of the 1961 operation totaled $26,000. The identifiable budget for the NEM/AV sections in the Division of Guidance and Supervision was $20,150 for salaries and travel. Budgetary allotments for other expenses were not available at the time of the interview.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Accreditation procedures are based on formal programs of self-evaluation by school personnel and yearly accreditation visits by Department staff members. Accreditation standards, developed by the State, are mandatory for those elementary and secondary schools wishing to operate as accredited systems. Standards are intended to be descriptive of minimum achievement.

NEM/AV Standards in Accreditation

The standard applicable to NEM/AV materials requirements specifies that audio-visual aids be available for each teacher and that they be conveniently accessible and effectively used. No other accreditation standards specifically related to NEM/AV materials, equipment, facilities, or personnel are established.

School Plant Standards

The Department does not have published standards concerning school building or facilities pertaining to classroom uses of NEM/AV. The consultants in school plant planning advise with NEM/AV personnel concerning the NEM/AV facilities for schoolhouse construction.

NEM/AV Equipment Standards

General SLM/AV Standards

The department does not publish standards related to SLM/AV equipment for school purchase, except for Federal requirements related to ESEA purchases.

Certification Related to SLM/AV

Classroom Teachers

Certification requirements do not contain references to SLM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to SLM/AV training or experience.

SLM/AV Personnel

There is no special certification for school personnel with prime responsibilities in SLM/AV activities.

School Librarians

Certification requirements do not contain references to SLM/AV training or experience.

Although certification requirements are currently being revised, it is anticipated that requirements related to SLM/AV will not be added.

SLM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for SLM/AV expenditures by local districts; local districts may spend State aid funds for SLM/AV activities. For example, funds allocated according to the Scholastic Census allow budget-balanced schools to expend $75 per capita (1201) any way a school chooses. Allocated on the basis of $[illegible] per teacher for operating expenses, funds for the pre-school, non-English speaking program may be used for SLM/AV purchases.

LEADERSHIP SERVICES

Consultation

The staff of the Division of Instructional Media consults with a statewide advisory committee on the development of the Instructional Media Project (NDEA) in planning for a professional library, demonstration centers, demonstration teams, meetings and conferences. They also consult with departmental staff members on the preparation of curriculum materials and on plans for in-service programs at local, regional, or State levels. They assist local school districts in determining types of equipment and materials needed for their instructional programs, particularly in science, mathematics, and modern foreign languages. The two chief sources of requests for NEM/AV services are informal contacts at meetings, and mail or phone calls.

Workshops, Conferences, and Meetings

One phase of the implementation of the three-year Instructional Media Project was the conduct of workshops and conferences on the use of new educational media. There were workshops for training demonstration teachers, regional and local conferences of professional personnel, and meetings for lay groups and professional organizations. During 1961, a total of 64 workshops and conferences were held with a total attendance of over 10,000 persons.

Department Equipment and Materials

Inventory of Equipment and Materials

By arrangements with personnel in the Instructional Media Project, manufacturers of equipment, producers, and distributors loaned NEM/AV materials and equipment for use in conferences, workshops and demonstration centers. The inventory of these will not be reported here. The inventory of department-owned equipment available solely for staff personnel includes 11 items of equipment: three tape recorders, and the following projectors: two 16mm-motion picture, four 2x2-slide, one filmstrip, and one opaque. Quantities and types of materials include ten 16mm-motion pictures, 300 2x2 slides, 10 tape recordings, 500 transparencies, and one map. The State has a library of 3,600 tape recordings which are available to schools.

Distribution of Materials

By recent policy, the department does not distribute materials or equipment for classroom use in public schools. In 1962, the agency closed its central film library and gave the materials to schools on a per pupil basis. The department believes that the State is too big for centralized distribution. The master tape library is discussed in the following section.

Production of Materials

The Education Agency provides a tape duplicating service for recordings of the Texas School of the Air. Schools and associated organizations supply their own tapes with recording instructions. Catalogs of offerings are available from the department. Eighteen thousand duplicates were made in 1961. Production services are otherwise limited to the various State agencies for slides, and to the Education Agency in particular for motion pictures, transparencies, and graphic materials. In previous years the agency produced television broadcasts in addition to the items already mentioned.

Publications

NEM/AV Publications

During 1961, the department published three items related to NEM/AV services in addition to bulletins on programed teaching, conference programs, and information about the Instructional Media Project. Several organizations publish materials in the NEM/AV field.

Department Publication Budget

The publication budget for all units of the department was $31,660.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities. Surveys are currently being made.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages development of regional and/or local materials distribution centers. It does not encourage centralized distribution by the State or another agency. The department favors the development of local or regional production facilities, and supports cooperative arrangements by local production units.

Professional Organizations

The department encourages and cooperates with State professional organizations related to NEM/AV.

General NEM/AV Progress

It is the general opinion that growth has been rapid in the following areas related to NEM/AV: establishment and growth of NEM/AV distribution centers and local production units; and, the number of part-time public school employees assigned NEM/AV responsibilities. There is evidence of slow growth in the number of full-time persons thus employed and the amount of money spent on the acquisition of NEM/AV materials and equipment for local school use.

UTAH
STATE REPORT

STATE OF UTAH

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	84,916	11
2.	Total Population	890,627	38
3.	Population Change 1950-60	+29.3	10
4.	Percentage of Urbanization 1960	74.9	10
5.	Cities over 25,000 (3)	294,149	
6.	Per Capita Personal Income	$1,848	32

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	146,244	37
8.	Secondary Pupils	100,648	35
9.	All Teachers	9,019	37
10.	Teachers with Standard Credentials	8,756	
11.	Average Teacher Salary	$4,950	27
12.	Pupil-Teacher Ratio	27.4	12
13.	Pupil Population Change 1950-60	+49.6	18
14.	Per-Pupil Expenditure 1960-61	$340.00	33

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	5.1	19
16.	State Government	43.4	22
17.	Local Government	51.5	29
18.	SDE Professional Staff Members	38	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$22,207	
21.	NEM Research and Utilization Funds (NDEA) 1959-60	$65,780	

UTAH -- STATE DEPARTMENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The department does not have a separate unit devoted to NEM/AV. Services in this area are the general responsibility of all department personnel.

Methods of Handling NEM/AV Activities

NEM/AV services are provided on a statewide basis to the 40 school-superintendency districts. In the department, division directors, assistant directors, and supervisors provide some type of assistance related to NEM/AV activities. Among those charged with chief responsibilities are the Director of National Defense Education and the Director of Educational Television. Responsibility for production activity is centered in the Divisions of Vocational Education and Television. (See section "Production of Materials" below.)

Time Spent on NEM/AV Activities

The Director of ETV spends fulltime in the NEM/AV area as does the Supervisor of Curriculum Resources. The Director of National Defense Education works one-half time with NEM/AV matters. Additionally, it is estimated that 25 division directors, assistant directors, and supervisors spend a total of forty-three per cent of a position in NEM/AV activity; 10 subject matter supervisors devote a total of thirty-five per cent of one position to some type of NEM/AV service. Grouping other professional specialists together, an additional fifty-four per cent of a position is devoted to the production area. Thus, the department's NEM/AV activities utilize the personnel-time equivalent of 3.82 positions.

Qualifications for NEM/AV Personnel

Qualifications for the Director of ETV are a master's degree and experience in television. A doctorate (or equivalent) and administrative experience are required for the NDEA Director. No other specific qualifications related to NEM/AV training or experience are required of professional personnel performing NEM/AV functions.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities specifically identifiable in the budget total $9,000.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Establishment of minimum standards for participation in the uniform school program is vested in the State Board. Minimum standards for the accreditation of secondary schools have been developed within the State. The Board determines whether the education offered in each school district qualifies it for State funds. Accreditation is carried out in cooperation with the Northwest Association of Secondary and Higher Schools. Each year about one-third of the schools in the State are visited by an accrediting committee.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

The department views its role as consultative and feels that existing building codes provide adequately for NEM/AV requirements. The legal code requires that plans for all construction in excess of $5,000 must be approved by the department; a further requirement states that plans must be prepared and submitted by a qualified architect.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience. New requirements effective in 1963 contain specific reference to training in regard to audiovisual materials. However, no minimum hours are specified.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically earmarked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

It is estimated that each staff member who provides consultatory services makes at least 12 major (four-hour) contacts each year in regard to NEM/AV; short contacts are also made. The major sources of requests for service are mail and phone inquiries directed to the staff.

Workshops, Conferences, and Meetings

During 1961, the department sponsored or co-sponsored 22 meetings related to NEM/AV. These meetings were related to ETV and were directed to teachers, school administrators, and television production personnel. Additionally, 10 one-day regional workshops on school finance presented some material on NDEA matters.

Department Equipment and Materials

Inventory of Equipment and Materials

A total of 15 units of NEM/AV equipment of 13 different types is available to the department staff: one 16mm-motion picture projector, two combination filmstrip-slide projectors, one overhead projector, one opaque projector, two tape recorders, one phonograph, one TV set, one reading accelerator, one 35mm-still camera, one 16mm-motion picture camera, one filmstrip viewer, one Ozalid projector printer, and one microprojector. Occasionally, equipment is borrowed from the local districts. Department-owned materials are for professional use by the staff or for use by local administrators in in-service education.

Distribution of Materials

Eighteen 16mm-motion pictures, 125 filmstrips, 100 2x2 slides, 80 transparencies, 18 tape recordings, 110 disc recordings, one set of teaching machine programs, and one set of reading and spelling kits (grades 1-12) are circulated for public school use through individual department staff members. The department does not operate an audiovisual materials library and no statistics on circulation were available. The department anticipates the addition of more filmstrips as well as video tapes to its collection.

Production of Materials

The department engages in the production of materials for school use in several media. They are as follows:

1. Television: Twenty-six programs covering the areas of vocational education, agriculture, home economics, finances, industrial arts, and guidance; 18 programs dealing with Utah's historic, geographic, economic, cultural, social, geologic and political background, "Utah in Perspective"; a series of elementary school enrichment programs; and cultural heritage programs co-sponsored with the State School Board Association.

2. Sound Filmstrips: Twenty-nine sound-slidefilm productions in the guidance field used as a basis for television productions.

3. Radio: Six one-half hour radio presentations on agriculture.

4. Graphics: Thirty-two sets of illustrated health exercises accompanied by tapes (distributed free to each school in the State).

5. Film: Three short 16mm films and 75 slides produced for television use.

Publications

NEM/AV Publications

Publications related to NEM/AV have been primarily concerned with television. These are study manuals for the French programs and the "Utah in Perspective" series, a questionnaire about interest in ETV, and progress reports on the status of ETV in Utah. No other publication activity related to NEM/AV activity was reported.

Department Publication Budget

The budget for all publications by the department was not identifiable.

Research

Current NEM/AV Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Other Research Services Available

No information regarding other research services available to the department was collected.

Television

Policy Including Legal Base

The department does not operate or supervise any ETV or CCTV installations. Considerable use by the department is made of existing ETV facilities within the State. State institutions of higher education as well as local districts are currently operating both open and closed-circuit installations. The department encourages cooperation between these units in program planning. The Joint Committee for ETV is the legal body appointed by the legislature to advance the growth of sponsorship and production of television programs for public school consumption. (See "Production of Materials" above.)

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of NEM/AV centers on a local basis as well as on a statewide basis. This encouragement applies to both production and distribution functions; interchange and cooperative development among these units are promoted by the department.

Professional Organizations

The department does not feel that a strong NEM/AV organization now exists within the State, but that some growth is being evidenced through NEM/AV leadership in the subject matter areas.

General NEM/AV Progress

It is the opinion of members in the department that over a 15-year period, rapid growth is occurring in the establishment of local graphic materials production areas. Slow growth is evident in the following areas related to NEM/AV:

1. Materials distribution centers;
2. School personnel devoting part- or fulltime to NEM/AV duties; and
3. Money spent by local districts on NEM/AV equipment and materials.

VERMONT
STATE REPORT

STATE OF VERMONT

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	9,609	43
2.	Total Population	389,881	47
3.	Population Change 1950-60	+3.2	46
4.	Percentage of Urbanization 1960	38.5	46
5.	Cities over 25,000 (1)	35,403	
6.	Per Capita Personal Income	$1,789	35

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	53,473	46
8.	Secondary Pupils	22,872	49
9.	All Teachers	3,394	48
10.	Teachers with Standard Credentials	3,140	
11.	Average Teacher Salary	$4,450	35
12.	Pupil-Teacher Ratio	22.5	41
13.	Pupil Population Change 1950-60	+29.1	34
14.	Per-Pupil Expenditure 1960-61	$339.00	34

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	0.9	50
16.	State Government	22.0	44
17.	Local Government	77.1	5
18.	SDE Professional Staff Members	22	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

VERMONT -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

Service in this area is the general responsibility of staff personnel in the Division of Instruction.

Methods of Handling NEM/AV Activities

As an important part of their curriculum improvement program, staff members prepare curriculum guides which contain bibliographies of NEM/AV materials and suggestions for their use. In addition to the development of curricular materials, the staff actively supports and assists local schools in the integrated use of NEM/AV materials and equipment in the curriculum. Use of materials is constantly emphasized and demonstrated in meetings and conferences for both laymen and professional personnel. Eleven department staff members provide advice and assistance related to NEM/AV on a statewide basis in the course of their regular duties. Five general elementary supervisors (helping teachers) serve regionally. Statewide service applies to 263 school districts, with 402 elementary and 85 secondary schools.

Time Spent on NEM/AV Activities

No estimate of the amount of time each staff member spends on NEM/AV activities was available, but it is believed by the Director of the Division of Instruction to be considerable since NEM/AV materials are considered a vital part of curriculum development and implementation.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with responsibility in these activities.

NEM/AV Finance in the Department

The department budget does not identify specific amounts for NEM/AV activities. However, the following legislative actions specific to NEM/AV activities were taken:

1. In 1961, the State legislature appropriated $2,000 (not part of the Department of Education budget) for the ensuing biennium to continue the Commission on Educational Television.

2. In 1961, the State Board of Education was directed to allocate for each biennium $5,000 to provide schools with "visual educational films and instructional help in the use of visual educational materials." This amount was intended for the purchase of 16mm motion pictures to be deposited in the University of Vermont's Film Library. Although authorized, no funds were available.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Minimum standards for approval have been developed by the State for secondary schools. These are mandatory for grades seven to 12. The department recommends accreditation standards developed by the New England Association of Colleges and Secondary Schools, an outside group.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

School plant standards specifically recommend light-control measures to permit the use of visual aids in classrooms and multipurpose rooms for both elementary and secondary schools. These published standards point up the increased use of libraries as instructional material centers and recommend provisions for storage space and a room for projection and listening. Conventional building requirements for wiring, power, ventilation, and light control are specified, but it is believed that more regulation is needed. Supplementary to NDEA standards, the department has published specifications for language laboratories, particular sizes and kinds of equipment, and acceptable facilities. Personnel responsible for school plant planning do consult with staff members of the Division of Instruction on matters related to NEM/AV facilities.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

Expenditure for NEM/AV materials during 1960-61 as reported by local school districts totaled $24,815.24. For all instructional materials and supplies (including NEM/AV) the total reported was $1,051,454.17.

LEADERSHIP SERVICES

Consultation

Consultation is provided on a statewide basis by 11 department staff members to 487 schools and regionally, by five elementary supervisors in the course of their regular duties. Most requests for assistance come from the meetings held by the supervisors in local areas and regional meetings, workshops, and conferences.

School visitations are a secondary source of requests, followed in rank order by visits of local school personnel to the department, and mail or phone inquiries. Consultation under NDEA focuses on assistance to districts in the purchase of equipment and materials for science and modern foreign language teaching. Staff specialists supervised the installation of three language laboratories in high schools.

Workshops, Conferences, and Meetings

During 1961, the department sponsored or co-sponsored seven meetings which related in part or whole to NEM/AV activities. These meetings, attended by over 800 persons, were for a variety of professional and lay groups. Two of these were instructional media conferences attended by school personnel, parents, and representatives of community groups which featured newer media in education and provided kits of materials for members to use in follow-up meetings in their local areas.

Department Equipment and Materials

Inventory of Equipment and Materials

Most equipment items and materials used in workshops and conferences are departmentally owned. A total of 19 units of seven types of equipment are used by the department of education staff and other state department personnel. Included are four 16mm-motion picture projectors, eight combination filmstrip-slide projectors, one overhead and one opaque projector, two tape recorders, two record players, and one radio. Materials owned by the department include 29 motion pictures, 100 filmstrips, and a collection of transparencies, tapes, and sample teaching machine programs. Department personnel may also borrow from the University of Vermont Film Library where films and other NEM/AV materials purchased from State department funds are deposited under a joint sponsorship arrangement.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools. As previously indicated, 1,600 prints of about 1,200 film titles, purchased by the department and deposited with the University of Vermont, slide sets, filmstrips, tapes, and planetariums are distributed to schools on a membership basis by the University. No statistics are available on the extent of educational use.

Production of Materials

The department does not produce materials for classroom use in the public schools. In 1961, the department cooperatively planned 150 educational telecasts which were produced by a local commercial TV station.

Publications

NEM/AV Publications

The department publishes the Vermont Film Library catalog every second year, and miscellaneous mimeographed bulletins related to NEM/AV activities. Curriculum guides contain bibliographies and suggestions for use of NEM/AV materials and equipment.

Department Publication Budget

During 1961, $7,700 was spent on approximately 41 publications issued by the Department.

Research

The department surveyed the extent of use of the television program, "TV School," as part of its contribution to the future development of ETV programs. No other research related to NEM/AV activities was conducted by the department.

Television

Policy Including Legal Base

By policy, the department is committed to State leadership in school television programs. In practice, funds have been allocated by the legislature to continue the Commission on ETV.

Department Television Activity

The department is represented on the Vermont ETV Council (or Commission). It assists in planning content for various ETV series now broadcast over a commercial station; pays a token amount to ETV teachers for each program; and provides information on program use. In the future, it will assist in planning an ETV network if the State legislature finances its share of such a project.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages local districts to develop local or regional NEM/AV materials distribution centers. It encourages and supports a central distribution center, in this instance, the University of Vermont Film Library, but does not believe it or any other library of materials should be directly operated by the State. Production facilities for curriculum materials of a local nature are encouraged either as local or regional undertakings.

Professional Organizations

No strong NEM/AV organization exists in the State. The department would support an organization with good leadership.

General NEM/AV Progress

It is the opinion of members in the department that there has been no notable change in the past 15 years in the growth of NEM/AV materials distribution centers, in graphic production units, or in the number of fulltime public school employees with NEM/AV responsibilities. Slow growth is apparent in the number of school persons employed part-time on NEM/AV activities and the amount of money spent by local schools on NEM/AV materials and equipment.

VIRGINIA
STATE REPORT

STATE OF VIRGINIA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE BOARD OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	40,815	36
2.	Total Population	3,966,949	14
3.	Population Change 1950-60	+19.5	19
4.	Percentage of Urbanization 1960	55.6	32
5.	Cities over 25,000 (11)	1,157,538	
6.	Per Capita Personal Income	$1,816	34

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	592,044	14
8.	Secondary Pupils	281,978	15
9.	All Teachers	33,814	13
10.	Teachers with Standard Credentials	31,757	
11.	Average Teacher Salary	$4,300	37
12.	Pupil-Teacher Ratio	25.8	21
13.	Pupil Population Change 1950-60	+45.6	23
14.	Per-Pupil Expenditure 1960-61	$275.00	42

RELATED STATISTICS . . . .

			State Rank
	Percentage of School Revenue by Source		
15.	Federal Government	9.3	6
16.	State Government	36.1	29
17.	Local Government	54.6	26
18.	SDE Professional Staff Members	92	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$90,160	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$8,140	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Virginia

Dr. Selden H. Watkins, Supervisor
Bureau of Teaching Materials
State Board of Education

There is a section in the Virginia Report which I think needs clarifying. The Division of Publication and Teaching Materials is composed of three administrative units or services, including the Bureau of Teaching Materials, School Libraries and Textbook Service and Film Production Service. Under the NEM/AV Finance in the Department, should read as of the following: The budget of the Burea of Teaching Materials is a part of the budget covering the Bureau of Teaching Materials and the School Libraries and Textbook Service. The Film Production Service has its own budget, the budgets of the Bureau of Teaching Materials and the Film Production Service include $72,940 salaries, $6,100 travel, $4,250 publications, $52,150 materials for circulation, $23,835 for other expenses for a total of $159,265.

VIRGINIA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The Division of Publication and Teaching Materials is composed of three administrative units or services including the Bureau of Teaching Materials, the Bureau of School Libraries and Textbooks, and the Bureau of Film Production. While the Bureau of Teaching Materials, assisted by the Bureau of Film Production, has the major responsibility for NEM/AV activities, it is on occasion also assisted by the Bureau of School Libraries and Textbooks.

Methods of Handling NEM/AV Activities

The headquarters' staff of the Bureau of Teaching Materials is located in the State Department of Education at Richmond. Besides leadership and other functions, the headquarters unit maintains a library of NEM/AV teaching materials for schools located in the geographic portion of Virginia known as the Tidewater Area. It also supplements four regional film libraries. Four additional regional film loan centers of the Bureau of Teaching Materials are located in colleges and universities. During 1959-60, the Bureau staff visited 114 school districts of the 130 districts in the State.

Time Spent on NEM/AV Activities

The fulltime staff of the Bureau of Teaching Materials (including the staffs of the four regional film centers) has a complement of two professional, six secretarial-clerical, eight film inspectors, and one half-time shipping clerk positions. The Bureau of Film Production staff includes two professional, one secretarial, and two technical positions. In addition to the above, an undesignated number of the professional persons in the Division of Publications and Teaching Materials spend at least ten per cent of their time on NEM/AV activities.

Qualifications for NEM/AV Personnel

Professional level staff are required to have a minimum of a master's degree, and a combination of five years of experience in teaching, supervision, and administration. Technical production supervisors must have a bachelor's degree with similar experience.

NEM/AV Finance in the Department

The budgets for operating the Bureau of Teaching Materials and the Bureau of Film Production are identifiable parts of the budget of the Division of Libraries and Teaching Materials. The budgets of the two bureaus include $72,940 salaries, $6,100 travel, $4,256 publications, $52,150 materials for circulation, and $21,835 for other expenses for a total of $157,281.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The department accredits secondary schools. Elementary schools are exempt. Accreditation requirements are mandatory and State-developed. Procedures include the submission by each school of annual reports to the department. These reports in combination with reports from visiting committees are analyzed by the department, schools are then listed as "accredited," or "not accredited." In some cases the department may grant "provisional accreditation." Consideration is now being given to the development of standards for elementary schools.

NEM/AV Standards in Accreditation

Accreditation standards include reference to the provision of storage space, preview facilities, and ways of keeping records and handling certain NEM/AV materials and equipment. No NEM/AV requirements referring to personnel are mentioned in the accreditation standards.

School Plant Standards

School plant standards include both mandatory and recommended items concerning NEM/AV. These items range from space specifications covering NEM/AV storage facilities through electrical requirements specifically applicable to NEM/AV equipment, and to standards (covering room-darkening controls for "audiovisual use") which are capable of reducing light intensity to one-tenth foot-candle power in classrooms.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Teacher certification requirements include courses in instructional methodology covering selection and use of NEM/AV materials.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience. In practice school librarians, during their college training, usually take an elective course in audiovisual education. A study is under way to determine NEM/AV course needs for school librarians.

NEM/AV School Finance

State Aid Funds

The department has for years allocated certain State general funds to local schools which are earmarked for audiovisual materials. These funds are included in $60 "units" earmarked for instructional materials and are generally restricted to ten per cent for audiovisual education materials and ninety per cent for books. The 1960-61 fiscal year support for NEM/AV materials covered by these funds totaled approximately $73,500. State general purpose funds distributed to school districts may not be used for NEM/AV purposes.

LEADERSHIP SERVICES

Consultation

The department holds annual conferences for certain school personnel, superintendents, supervisors, elementary and high school principals, and visiting teachers. Members of the Division of Publications and Teaching Materials cooperate with and render consultation services to these conferences.

Workshops, Conferences, and Meetings

During 1961, bureau personnel conducted three regional conferences concerned with NEM/AV materials in NDEA programs for principals and administrators, and four pre-school one-half day audiovisual conferences for teachers. The bureau staff participated in four State conferences concerned with NEM/AV, variously programed for teachers, supervisors, and administrators. Approximately 1,700 persons attended the 11 meetings listed. In meeting its responsibilities for statewide leadership in NEM/AV, the bureau staff received requests for service in the following rank order: first, while visiting local schools; then, by mail and phone inquiries; third, by informal contacts or meetings; and lastly, by school personnel visiting the department.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns five 16mm-motion picture projectors, five combination filmstrip-slide projectors, three 3-1/4x4-slide projectors, one overhead projector, one opaque projector, three tape recorders, four phonographs, and several other miscellaneous items of equipment. Materials include 2,400 titles (11,000 prints) of 16mm instructional films, 75 filmstrips, 1,500 2x2 slides, 32 transparencies, 300 tape recordings, and two teaching machine programs.

Distribution of Materials

With the exception of films, the equipment and materials maintained by the bureau are for the exclusive use of the department personnel. The 1959-60 annual report of the Superintendent of Public Instruction shows that films booked by the headquarters and the four regional centers totaled 88,796.

Production of Materials

During 1960-61, the Production Unit of the Division produced three motion pictures and one filmstrip for use in Virginia schools. A variety of other NEM/AV items such as slides and tape recordings were produced for the use of the department staff.

Publications

NEM/AV Publications

During 1961, the bureau published two catalogs listing films and tape recordings available from the department, and a list of films and filmstrips produced by the Film Production Unit and available for purchase by local schools. A utilization manual covering maps and globes was developed by the Division of Elementary and Special Education with cooperation of the Bureau of Teaching Materials. A publication dealing with school libraries was also issued.

Department Publication Budget

The bureau publishing budget was $8,200.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

Legislation has been approved (1962 session) providing for closed-circuit television development in State colleges under the supervision of the State Board of Education, for which $75,000 has been initially appropriated. As of the date of this study, the program had not been activated.

Department Television Activity

A Governor's Advisory Council is making a study to determine where ETV broadcasting stations should be located and to assist local school districts in setting up ETV facilities. The department does not own or operate a television station nor does any other State agency. Two hundred and fifty thousand dollars has been appropriated for this study and for assisting local units to acquire facilities for ETV production, broadcast, and transmission. State participation will not exceed one-third the total cost of approved facilities.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department maintains and encourages State-operated central film distribution libraries. It encourages the development of local film libraries. Approximately 82 local film libraries have been established as a result of this policy. The department encourages local production of NEM/AV materials.

Professional Organizations

The department encourages the development of a strong NEM/AV professional organization. At the present time the State has two professional audiovisual education associations and the department considers that both need strengthening. The department has cooperated with and participated in the work of each.

General NEM/AV Progress

The State is experiencing a rapid growth of new NEM/AV materials distribution centers. The production of materials in such centers is increasing slowly. The number of part- and fulltime employees is increasing rapidly. Financial support of NEM/AV centers is increasing slowly.

WASHINGTON
STATE REPORT

STATE OF WASHINGTON

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

		State Rank
1. Geographic Area (in square miles)	68,192	20
2. Total Population	2,853,214	23
3. Population Change 1950-60	+19.9	18
4. Percentage of Urbanization 1960	68.1	19
5. Cities over 25,000 (8)	1,055,393	
6. Per Capita Personal Income	$2,271	12

PUPILS AND TEACHERS . . . .

		State Rank
7. Elementary Pupils	403,183	22
8. Secondary Pupils	257,047	19
9. All Teachers	25,800	22
10. Teachers with Standard Credentials	24,700	
11. Average Teacher Salary	$5,510	15
12. Pupil-Teacher Ratio	25.6	24
13. Pupil Population Change 1950-60	+54.7	13
14. Per-Pupil Expenditure 1960-61	$430.00	10

RELATED STATISTICS . . . .

		State Rank
Percentage of School Revenue by Source		
15. Federal Government	5.9	14
16. State Government	61.6	9
17. Local Government	32.5	42
18. SDE Professional Staff Members	63	
19. Federal Funds for State Services Under Title III, NDEA 1959-60	$61,373	
20. NEM Research and Utilization Funds (NDEA) 1959-60	0	

PRINCIPAL RESPONDENT'S SUGGESTED REVISIONS IN WORKING DRAFT

Washington

Mrs. Eleanor E. Ahlers
Supervisor of Library Services
Department of Public Instruction

School Librarians

At the secondary level a standard teaching certificate and a minimum of eighteen quarter hours of library science are required for librarians serving schools of less than 400 and a library science degree or equivalent for schools of more than 400. In the recommended library standards approved by the State Board of Education in 1960 it was stated that A-V state requirements are to be met if the librarian is responsible for A-V. At present there is no state A-V requirement. No credential except a classroom teaching certificate is required at the elementary level.

The next sentence, beginning with "The Washington DAVI ... for some time" should be transferred to the preceding page, 378, under the heading of Classroom Teachers. The remainder of that paragraph should be deleted because there is a secondary school librarian credential. In other words, the section under School Librarians should include only what is given in the boxed section above.

I have also consulted with our assistant superintendent in charge of finance and he advises me that on page 379 under the section on School Finance that there should be a paragraph about the Special Service Unit. This could be stated as follows:

> In addition to a district's constructive days of attendance, said district is provided with additional 3,000 days' attendance credit for an apportionment purpose for each "Special Service Unit" maintained, but not more than one unit shall be allowed for each 72,000 days of attendance credit. Library, audio-visual and educational television media are designated in the list of special services.

I would suggest that you add on page 379 under LEADERSHIP SERVICES - Consultation in next to the last line of the second paragraph following "Washington ASCD" and Washington SLA.

WASHINGTON -- OFFICE OF STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

The office of the Superintendent of Public Instruction underwent extensive reorganization during 1960-61. This reorganization included establishment of a professional position covering NEM/AV. At the time of the interview (May 3, 1962), this position was vacant (Filled as of August 1, 1962). The position is in the Office of the Assistant State Superintendent of Public Instruction (Curriculum and Instruction). (As of September 1962 information received from the SDE indicates reorganization is still in process with further modification taking place.)

Method of Handling NEM/AV Activities

At the present time, NEM/AV activities are included as general responsibilities of the 13 professional members of the above division. This staff serves the 407 school districts in the State without reference to region or grade level.

Time Spent on NEM/AV Activities

No estimate was available regarding the time spent on NEM/AV activities.

Qualifications for NEM/AV Personnel

Qualifications have recently been established covering the NEM/AV position by the Washington State Personnel Board. At the time of the interview these qualifications were unknown.

NEM/AV Finance in the Department

The department budget does not identify specific funds for its NEM/AV activities.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The department has published standards covering accreditation of secondary schools (including junior and senior high schools). The standards are department-developed and are mandatory. They do not cover elementary schools. The department is in the process of developing standards for elementary school libraries. Accreditation standards are now being revised; it is expected that revisions applying to both elementary and secondary schools will be recommended in 1963 for adoption by the State Board of Education.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools. (See section on CERTIFICATION below.)

School Plant Standards

Published school plant standards are conventional building requirements without specific reference to NEM/AV and follow the National Council of School House Construction specifications.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

No credential except a basic teaching credential is required.

The Washington DAVI at the invitation of the Superintendent of Public Instruction recommends that NEM/AV training and experience requirements be incorporated in teacher credential requirements, but, because teacher credential requirements have only recently been changed, such revisions are not expected for some time. Both the Washington DAVI and the Washington ASCD have recommended to the department that the school librarian credential be established and that it include reference to duties and training for NEM/AV activities. These recommendations have not had unanimous support of librarian groups within the State.

NEM/AV School Finance

State Aid Funds

The State provides, on a per pupil of average daily attendance basis, approximately 63% of the funds required for operating local schools. These funds are not specially earmarked for NEM/AV. Except for NDEA funds, the use for NEM/AV purposes is subject to the authority of local school boards.

LEADERSHIP SERVICES

Consultation

The department curriculum and instruction staff serves the 407 school districts in the State as a whole. Assignments of its 13 members are made by the Assistant Superintendent of Public Instruction on a basis of need as observed by him and as requested by officials of the local school districts.

Requests come in various ways, in the following rank order: (1) mail and/or phone inquiries to the department (approximately 60%); (2) informal contacts at meetings (approximately 15%); (3) school personnel visits to the department (approximately 10%); (4) other sources, such as requests through professional organizations within the State, for example, Washington DAVI and Washington ASCD (approximately 10%); and (5) staff members' visits to local schools (approximately 5%).

Workshops, Conferences, and Meetings

In 1961, the department helped finance a meeting of the

Washington Educational Television Association, a group that includes both professional and lay members. The Central Washington College, the Pacific Lutheran University, and two professional organizations (the Washington DAVI and the Washington ASCD) have had the support of the department in calling meetings concerning NEM/AV. No statistics are available covering the number of such meetings or their attendance. The department called a total of approximately 20 meetings of all types in 1961.

Department Equipment and Materials

Inventory of Equipment and Materials

The department maintains a number of NEM/AV equipment items including four 16mm-motion picture projectors, five filmstrip projectors, two overhead projectors, one opaque projector, one tape recorder, one phonograph, and a transparency printer. Materials include six 16mm-motion pictures, 35 filmstrips, 100 transparencies, 12 tape recordings, approximately 35 teaching machine programs (as samples only), and approximately 250 graphic materials items.

Distribution of Materials

The equipment and materials are for the exclusive use of the department staff.

Production of Materials

The department had no NEM/AV production facilities at the time of the survey. As of September, 1962, an audiovisual laboratory was set up in the State office and production facilities were to be available by October.

Publications

NEM/AV Publications

The department has not issued any publications specifically related to NEM/AV. However, the department school library supervisor publishes a newsletter four times a year which emphasizes the instructional materials concept. The Washington DAVI also publishes a newsletter concerned with NEM/AV.

Department Publication Budget

No figures are available covering the total publication expenditures of the department.

Research

Current NEM/AV Research

The State legislature recently allocated $150,000 to the department to organize and finance an educational research unit. The department may use the newly-created research unit, as well as institutions of higher learning, local school districts, and private commercial research facilities if it wishes for NEM/AV investigation. A department investigation titled "What's New in Your Schools" includes reference to NEM/AV progress in local schools. Results of the survey were not available in time to be reported here.

Other Research Services Available

The department has contracted with the Washington State University (Pullman) to conduct research in ETV with five different school districts in eastern Washington.

Television

Policy Including Legal Base

By law, the department is responsible for supervising ETV in Washington (not regulatory). The department maintains the policy of encouraging the development of ETV in Washington and has requested the Governor to set up a State ETV board. Since March 1962, ETV has been a major project in the work of the department. In August 1962, the Washington State ETV Commission was formed, appointed cooperatively by the Governor and the State Superintendent of Public Instruction.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating directly in the operation of any educational television facilities in the State.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department believes that it should not encourage the development and operation of a central State NEM/AV materials center within the department. Rather, the department encourages the development of local NEM/AV materials centers. It also encourages the development of regional NEM/AV production centers and cooperation between such centers.

Professional Organizations

The department recognizes the Washington DAVI as a strong and vigorous NEM/AV professional organization. The department encourages this organization in its work and cooperates with it in its program.

General NEM/AV Progress

Washington is experiencing a rapid growth in the development of new NEM/AV materials centers. The number of public school personnel engaged in NEM/AV work is increasing rapidly as is the amount of money spent for NEM/AV, excluding NDEA monies. There is "tremendous interest" in ETV, especially since the recent passage of the new ETV bill in Congress. The State has experienced "great activity" in the development of ETV as is indicated by the installation and operation of two VHF stations, one UHF station and two closed-circuit installations. Scheduled for operation in 1963 is one additional UHF station, and five cable and translator open-circuit stations.

WEST VIRGINIA
STATE REPORT

STATE OF WEST VIRGINIA

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

			State Rank
1.	Geographic Area (in square miles)	24,181	41
2.	Total Population	1,860,421	30
3.	Population Change 1950-60	-7.2	50
4.	Percentage of Urbanization 1960	38.2	47
5.	Cities over 25,000 (7)	348,439	
6.	Per Capita Personal Income	$1,635	39

PUPILS AND TEACHERS . . . .

			State Rank
7.	Elementary Pupils	260,947	32
8.	Secondary Pupils	175,843	28
9.	All Teachers	16,246	32
10.	Teachers with Standard Credentials	15,105	
11.	Average Teacher Salary	$3,980	44
12.	Pupil-Teacher Ratio	26.9	14
13.	Pupil Population Change 1950-60	+3.2	49
14.	Per-Pupil Expenditure 1960-61	$255.00	43

RELATED STATISTICS

	Percentage of School Revenue by Source		
15.	Federal Government	4.2	28
16.	State Government	57.0	10
17.	Local Government	38.8	38
18.	SDE Professional Staff Members	26	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$30,322	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	0	

WEST VIRGINIA -- STATE DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

NEM/AV services are the general responsibility for all department personnel. The services of an ETV consultant are used on a retainer basis. A new position, Library Specialist in Instructional Materials, was activated July, 1962.

Methods of Handling NEM/AV Activities

West Virginia's 55 county boundaries are coterminous with its 55 school districts. Each staff member ordinarily is responsible in the course of his regular duties for 55 counties, unless otherwise assigned.

Time Spent on NEM/AV Activities

Seventeen department professional staff members give some attention to NEM/AV needs. It was estimated that three of these persons spend at least ten per cent and not more than fifteen per cent of their time on NEM/AV. An outside consultant on ETV spends some time on the department ETV activities.

Qualifications for NEM/AV Personnel

The three supervisors who spend at least ten per cent of their time on NEM/AV work are a mathematics specialist, a modern language specialist, and a general consultant. All are required to have a minimum of a master's degree and successful teaching experience.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget. It is estimated that in 1961 the department expenditure for NEM/AV activities was approximately $2,000.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The department by law is required to classify schools according to approved State standards. Accreditation standards developed by the North Central Association of Colleges and Secondary Schools applying to secondary schools are recommended by the department but not required.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools.

School Plant Standards

At the time of the study, school plant standards were under revision. There was some indication that revisions would include reference to NEM/AV standards.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain reference to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; the State, however, provides a minimum of $2 per pupil per year for "instructional materials" of all types. Local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

(See "Personnel" above.) Sources of requests for NEM/AV services come to the department (in rank order) first by requests to department personnel as they visit local school units, then through conference contacts, thirdly by mail/phone inquiries to the department and lastly, by local school personnel visits to the department.

Workshops, Conferences, and Meetings

During 1961, the department held one three-day meeting which had a total attendance of 125 persons and was concerned with ETV for administrators and teachers. A 10-day conference on new educational media was co-sponsored with the University of West Virginia with approximately 50 persons attending. Eight conferences on teaching machines were held with department personnel participating. No estimate covering the number attending these meetings was available.

Department Equipment and Materials

Inventory of Equipment and Materials

The department has an inventory of 17 major items of NEM/AV equipment, including one 16mm-motion picture projector, two filmstrip projectors, one 3-1/4x4-slide projector, three 2x2-slide projectors, three overhead projectors, one opaque projector, five tape recorders, and one phongraph. Approximately 800 items of NEM/AV materials are available for use by department personnel including twenty 16mm films, 60 filmstrips, 200 2x2-slides, 25 3-1/4x4-slides, 200 transparencies, 25 discs, 100 tape recordings, 30 teaching machine programs, and 150 graphics.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

The department does not produce NEM/AV materials for classroom use in the public schools.

Publications

NEM/AV Publications

During 1961, the department produced four publications dealing in part or related to NEM/AV.

Department Publication Budget

The total department printing budget was approximately $46,000.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities. Currently (1962) the department is conducting an experiment on programed learning (algebra) involving four school districts and 250 students.

Television

Policy Including Legal Base

On May 18, 1962, a Temporary Educational Broadcasting Commission was appointed by the Governor.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of NEM/AV service centers on a local, regional, or State basis.

Professional Organizations

Department personnel would like to see a strong NEM/AV professional organization developed in West Virginia. It has not participated extensively in any NEM/AV professional organization activities.

General NEM/AV Progress

All phases of NEM/AV activities in West Virginia are considered to be developing slowly, but in a positive direction.

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WISCONSIN
STATE REPORT

STATE OF WISCONSIN

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF PUBLIC INSTRUCTION

THE STATE . . . .

		State	Rank
1.	Geographic Area (in square miles)	56,154	26
2.	Total Population	3,951,777	15
3.	Population Change 1950-60	+15.1	23
4.	Percentage of Urbanization 1960	63.8	23
5.	Cities over 25,000 (19)	1,652,213	
6.	Per Capita Personal Income	$2,116	21

PUPILS AND TEACHERS . . . .

		State	Rank
7.	Elementary Pupils	532,444	18
8.	Secondary Pupils	213,805	22
9.	All Teachers	31,946	15
10.	Teachers with Standard Credentials	30,946	
11.	Average Teacher Salary	$5,075	23
12.	Pupil-Teacher Ratio	23.4	36
13.	Pupil Population Change 1950-60	+45.6	24
14.	Per-Pupil Expenditure 1960-61	$421.69	13

RELATED STATISTICS . . . .

		State	Rank
	Percentage of School Revenue by Source		
15.	Federal Government	3.0	37
16.	State Government	21.3	45
17.	Local Government	75.7	7
18.	SDE Professional Staff Members	88	
19.	Federal Funds for State Services Under Title III, NDEA 1959-60	$87,301	
20.	NEM Research and Utilization Funds (NDEA) 1959-60	$20,000	

WISCONSIN -- STATE DEPARTMENT OF PUBLIC INSTRUCTION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

NEM/AV activities are the responsibility of the Supervisor of Audio-Visual Education (position created initially in 1961), with other department personnel handling NEM/AV work occasionally. This work comes under the direction of the Assistant Superintendent for Instructional Services and the director of NDEA activities.

Methods of Handling NEM/AV Activities

The NEM/AV supervisor serves the 72 counties on a statewide basis.

Time Spent on NEM/AV Activities

The NEM/AV supervisor spends one hundred per cent of his time on NEM/AV activities.

Qualifications for NEM/AV Personnel

The NEM/AV supervisor is required to have a master's degree in education plus five years experience including three years responsibility for the administration and supervision of an audiovisual program serving both elementary and secondary schools. The position is covered by civil service examinations.

NEM/AV Finance in the Department

Funds for the NEM/AV unit are not an identifiable part of the department's budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

The department classifies both elementary and secondary schools for State aid purposes. The standards are State-developed and are recommended. Schools apply to the department for a classification rating.

NEM/AV Standards in Accreditation

Classification procedures do not contain specific requirements pertaining to NEM/AV activities of schools, but do give recognition to NEM/AV activities among other services provided.

School Plant Standards

Suggested standards for new school building construction, including specific references to NEM/AV, have been published by the department and are based primarily on standards recommended by the NEA Department of Audiovisual Instruction.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase, except for Federal requirements related to NDEA purchases.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities.

School Librarians

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

No estimate of services rendered was obtained. (See section above: "Methods of Handling NEM/AV Activities.")

Workshops, Conferences, and Meetings

During 1961, the department conducted, co-sponsored, or participated in five meetings about or related to NEM/AV. The meetings had an approximate total attendance of 500 persons.

Sources of requests for help with NEM/AV come to the department in the rank order indicated below:

1. Mail and/or phone inquiries to the department;
2. Staff members' visits to local districts; and
3. School personnel visits to the department.

Department Equipment and Materials

Inventory of Equipment and Materials

The NEM/AV equipment available for use by the department staff includes one 16mm-motion picture projector, one combination filmstrip-slide projector, one overhead projector, one opaque projector, three tape recorders, two phonographs, three cameras, and two screens. Materials include four films (films are normally procured from the University of Wisconsin), two filmstrips, 150 2x2-slides, 15 transparencies, 206 tape recordings, 26 discs, five items of graphic materials, and a collection of foreign language filmstrips and tapes on loan from a commercial firm.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

Production of graphic materials is for the exclusive use of the department staff. No materials have been produced for use by schools.

Publications

NEM/AV Publications

The Wisconsin DAVI has prepared and published a brochure titled *Audio-Visual Facilities for New School Buildings*. This publication is being distributed by the NEM/AV supervisor. One publication was released covering teaching machines and programed learning. An examination of publications dealing with curriculum, and released during the past five years, shows they consistently mention or list related films and other NEM/AV instructional materials.

Department Publication Budget

The 1961 school year publication budget for the department was approximately $12,000.

Research

During 1961, the department did not conduct or request any research studies related to NEM/AV activities.

Television

Policy Including Legal Base

The department does not own or operate ETV stations or produce programs for the use of such stations.

Department Television Activity

The department is not presently engaged in any activities directly concerned with ETV.

(Note: The Milwaukee Vocational School owns and operates Milwaukee station WMVS-TV; The University of Wisconsin operates WHA-TV at Madison.)

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department is encouraging the development of local or regional NEM/AV service centers. The department does not believe it should operate such a center for statewide distribution of NEM/AV materials.

Professional Organizations

Wisconsin has an active NEM/AV professional organization. The department has participated extensively with the Wisconsin DAVI.

General NEM/AV Progress.

There has been no notable increase or decrease in the number of NEM/AV centers in the State. The number of school employees devoting fulltime to NEM/AV activities remains the same. There is a slow increase in the number of employees spending part-time on NEM/AV activities. There is a slow increase in monies spent for NEM/AV activities.

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WYOMING
STATE REPORT

STATE OF WYOMING

STATISTICAL INFORMATION INFLUENCING PRACTICES AND ACTIVITIES OF THE STATE DEPARTMENT OF EDUCATION

THE STATE . . . .

		State Rank
1. Geographic Area (in square miles)	97,914	9
2. Total Population	330,066	48
3. Population Change 1950-60	+13.6	29
4. Percentage of Urbanization 1960	56.8	31
5. Cities over 25,000 (2)	82,045	
6. Per Capita Personal Income	$2,149	17

PUPILS AND TEACHERS . . . .

		State Rank
7. Elementary Pupils	48,642	48
8. Secondary Pupils	33,010	47
9. All Teachers	4,158	46
10. Teachers with Standard Credentials	3,689	
11. Average Teacher Salary	$4,953	26
12. Pupil-Teacher Ratio	19.6	49
13. Pupil Population Change 1950-60	+37.2	29
14. Per-Pupil Expenditure 1960-61	$454.00	7

RELATED STATISTICS . . . .

		State Rank
Percentage of School Revenue by Source		
15. Federal Government	5.9	15
16. State Government	45.2	20
17. Local Government	48.9	31
18. SDE Professional Staff Members	20	
19. Federal Funds for State Services Under Title III, NDEA 1959-60	$20,000	
20. NEM Research and Utilization Funds (NDEA) 1959-60	0	

WYOMING -- DEPARTMENT OF EDUCATION

NEM/AV ORGANIZATION

Personnel

Responsibility for NEM/AV Activities

No NEM/AV service unit exists. Responsibility for NEM/AV activities is the concern of the Coordinator of Information and Publications in the Division of Administration. Department personnel in the Division of Instruction are sensitive to the need for more and better use of NEM/AV materials and they assist schools in NEM/AV matters in the course of their duties.

Methods of Handling NEM/AV Activities

The NEM/AV responsibility has been added to the fulltime workload of the Coordinator of Information and Publications. Under the Coordinator's direction, NEM/AV publications, materials, and equipment are handled as part of a collection in the curriculum library. The department uses an Education Media Council comprised of professional and public members in an advisory capacity.

Time Spent on NEM/AV Activities

No estimate of the time spent by the coordinator or consultants on NEM/AV matters was obtained. Three department consultants, one in Elementary Education, one in Secondary Science and Mathematics, and the Deputy Superintendent were particularly noted as giving advice to teachers and administrators on the use of new educational media.

Qualifications for NEM/AV Personnel

There are no specific qualifications related to NEM/AV training or experience for department personnel with prime responsibilities in NEM/AV activities.

NEM/AV Finance in the Department

Department expenditures for NEM/AV activities are not specifically identifiable in the budget.

REGULATORY FUNCTIONS

Accreditation of Schools

General Method for Accreditation

Evaluative criteria related to total school programs have been developed by the State in cooperation with representatives from professional and lay groups. After a local school uses these to review its educational program, a visiting committee of educators and laymen evaluates all aspects of the program and prepares a final accreditation report. The evaluative criteria applies to all schools, kindergarten through grade 12. Changes in accreditation procedures are currently being studied. These may include specific standards or minimum goals relative to NEM/AV materials and equipment.

NEM/AV Standards in Accreditation

Accreditation procedures do not contain specific requirements pertaining to NEM/AV activities of schools. The evaluative criteria which are general in nature refer to NEM/AV activities in these ways:

1. The library should function as an instructional materials center.

2. NEM/AV materials and equipment should be adequate and used to meet the needs of instruction.

3. Teacher-prepared materials and community resources are needed to meet individual and group needs.

School Plant Standards

School plant standards do not contain specific requirements referring directly to NEM/AV facilities in school buildings. The evaluative criteria used for accreditation purposes set forth the general standard that classrooms be readily adaptable to the use of audiovisual materials.

NEM/AV Equipment Standards

General NEM/AV Standards

The department does not publish standards related to NEM/AV equipment for school purchase.

Certification Related to NEM/AV

Classroom Teachers

Certification requirements do not contain references to NEM/AV training or experience. An audiovisual education course will be accepted as a methods course for teaching certificates which are basic to all other certificates.

Administrators and Supervisors

Certification requirements do not contain references to NEM/AV training or experience.

NEM/AV Personnel

There is no special certification for school personnel with prime responsibilities in NEM/AV activities. However, if a person supervises NEM/AV activities he must hold a certificate endorsed as a principal.

School Librarians

Nine hours in Instructional Materials for school librarians including a course in Audio-Visual Materials are required for library endorsements.

NEM/AV School Finance

State Aid Funds

No State aid funds are specifically marked for NEM/AV expenditures by local districts; local districts may spend State aid funds for NEM/AV activities.

LEADERSHIP SERVICES

Consultation

(See section above: "Personnel.") No further estimate of services was obtained. Consultants serve the entire State, comprising 204 districts with a school enrollment of over 80,000 pupils.

Workshops, Conferences, and Meetings

In December of 1960, the department co-sponsored an educational media workshop for about 100 teachers, administrators, and audiovisual personnel. It focused on the uses of NEM/AV materials in the improvement of teaching.

Department Equipment and Materials

Inventory of Equipment and Materials

The department owns for staff use one 16mm-motion picture projector, one combination filmstrip-slide projector, one overhead projector, one opaque projector, one tape recorder and two units of photographic equipment. The department owns two filmstrips and no motion pictures. Public service films and others given to the department are deposited with the University of Wyoming film library. Staff members make slides and transparencies as the need arises.

Distribution of Materials

The department does not distribute materials or equipment for classroom use in public schools.

Production of Materials

During 1961, a series of 12 video tapes of a TV course on Wyoming history was produced. The department generally does not provide production services; on occasion, it does refer requests of this kind to the Education Media Advisory Council for consideration and action.

Publications

NEM/AV Publications

During 1961, the major NEM/AV publication was the Wyoming Guide on Elementary Science Equipment. The State Superintendent's newsletter, circulated to all county superintendents, administrators, and university personnel, carries news items on NEM/AV activities. One of these featured an article on teaching machines and programed learning.

Department Publication Budget

The budget for the department's 40 or more publications was not obtained.

Research

Current NEM/AV Research

The department conducted a statewide survey of equipment; data were not compiled at the time of the study.

Other Research Services Available

The University of Wyoming, the community colleges, and a research section of the Wyoming Education Association are sources of assistance for research on NEM/AV services.

Television

Policy Including Legal Base

At the time of the study, the State government had taken no legal position regarding educational television in the State.

Department Television Activity

At the time of the study, the department did not own or operate any television installations and was not participating in any educational television activities in the State. The department is supporting ETV planning and activities at the University of Wyoming and is alert to developments that may affect the building of stations and production of educational television programs for school use.

GENERAL POLICIES AND COMMENTS

NEM/AV Centers

The department encourages the development of materials distribution centers, local, regional, and/or State-operated. It also favors regional production units. It urges the appointment of NEM/AV coordinators for each school district.

Professional Organizations

The department would support a strong professional NEM/AV organization or group if one existed. The staff has cooperated and will continue to cooperate with any NEM/AV or library group seeking to improve instruction.

General NEM/AV Progress

It is the general opinion that NEM/AV materials distribution centers are growing fairly rapidly. Slower to develop are local district graphic production units. In some areas the number of persons employed part-time on NEM/AV activities is increasing rapidly, but the growth is generally slow in regard to the employment of full-time NEM/AV personnel and the amount of money spent on these services.

CHAPTER IV

FUTURE DEVELOPMENTS NATIONALLY AND STATE NEEDS IN NEM/AV AS SEEN BY THE RESPONDENTS

Purpose of the Last Five Interview Questions

The last five interview questions sought (1) to collect viewpoints, or opinions, from each respondent about future developments or major changes likely to occur nationally in the next ten years in the NEM/AV field; and (2) in the light of estimated changes, to have the respondent identify the principal needs of his State in the NEM/AV field.

These four questions focused on expected national changes:

1. What changes do you expect in devices and materials in the field of new educational media?

2. What changes do you expect in the development of materials distribution centers or production centers?

3. What changes do you expect in terms of personnel working in the new educational media field? Will there be more or less jobs? Greater or lesser training? Fewer or greater functions?

4. What changes do you expect in the financing or expenditure patterns related to new educational media?

The fifth question directed attention to the particular needs of each State by asking:

5. What would you see as the three major needs of your State in the adequate and appropriate development of new educational media use in the public schools over the next ten years?--or--over the next ten years, what do you see as the three greatest needs of your State in the new educational media field?

Conduct of the Interview

The last portion of the interview, recorded on tape at the end of the interview session, was unstructured in character, often in the nature of a probing conversation. Although respondents were asked the same questions, usually in the same sequence, they were free to express their viewpoints and judgments on the basis of their observations, knowledge, experiences, and responsibilities. Interviewers sought to retain objectivity. They sometimes encouraged participation or probed for clarification, but otherwise maintained a position of neutrality.

How the Responses Were Summarized

Responses were analyzed separately on the basis of individuals and the ideas each person presented, and later, similar ideas were grouped for each question. Statements were then formulated which included the common elements in a group of responses and a frequency tabulation made. This was essentially an effort to systematize the observations by reducing the number of items to be considered, and to provide indicative trends. The results are verbal facts, not precise quantitative data, which may be useful to the chief State school officers and others as they view the situation in the NEM/AV field and think about it now and in the future in relation to their level of responsibility. They represent opinions and independent observations based on first-hand experiences of a large number (over 80) of State level personnel in both the NEM/AV field and more general educational areas.

A generalized summary about expected NEM/AV developments in the national scene and State needs follows in the next section. Particularized summaries of responses for each question together with descriptive Tables are reported in the last section of this chapter.

GENERALIZED SUMMARY ABOUT FUTURE DEVELOPMENTS NATIONALLY AND STATE NEEDS AS SEEN BY THE RESPONDENTS

Based on extemporaneous responses to the last five interview questions in the interview schedule, this opinion poll represents one way of looking at future national developments and State needs in the NEM/AV field. The poll may not be significant for predictive purposes--little could be proved with the data at hand--but it serves as a barometer of the thinking of responsible educators about the NEM/AV field. The appraisal by respondents of the needs in their State, together with their independent judgments as to the future NEM/AV developments in the national scene, provide some insight into conditions and concerns that may be useful in giving direction to change.

At the risk of making unwarranted extrapolations from the summary data, the project staff would call attention to impressions and ideas that seem to emerge from the total responses.

It was difficult for respondents to think in terms of the national level without thinking in terms of their own State and frequently the changes envisioned were their present needs fulfilled. Respondents were aware of the accelerated rate of change in the technology of instruction, but they did not, for the most part, view future changes as sudden or radical breaks with the past. They seemed sensitive to the danger of the mechanics and "gadgetry" of technology out-running the effective and proper use of these innovations in educational planning and programing.

Although a proliferation of materials and devices are expected and increased personnel and costs are eventualities, respondents attempted to break the quality barrier by projecting ideas that materials will be tailored to meet specific learning needs, that some will be individualized, others used for large groups, and that media will be wed to curriculum. Some respondents recognized that the means of instruction should be infused into the total school program in the proper and precise instrumentation of learning theory, content, learning experiences, and goals.

The feeling was gained that NEM/AV personnel administering services must share with their professional colleagues the responsibility for determining educational goals, developing policies and programs, being knowledgeable in curriculum, and for improving procedures and techniques in the use of materials and devices to help achieve educational goals. Such a concept brings expanded opportunities to NEM/AV leaders but calls for increased and improved training. Perhaps it necessitates the creation of a new image of the NEM/AV leader to replace the stereotype now in the minds of many school persons and the public. The frequent references to a "broad educational background," linked to the idea of increased specialization at different levels of competency in the production and use of a wide spectrum of NEM/AV materials and devices suggest this.

Respondents generally accepted the idea that instructional technology introduced on any scale called for a high level of organization rather than the present random organization, and that this would change not only the present organization and operation and physical facilities of schools but also the roles of teachers, supervisors, administrators and specialized personnel. All levels of education would be affected.

The need for more financial support for NEM/AV was seen as a part of the condition requiring relief for all education. This need is a present and future certainty. Mixed feelings existed about the sources of additional funds--local, State, or national--but it appeared to most that new sources of revenue would have to be located. Injected frequently was the idea that schools will have to make a wiser use of funds and that increases in expenditures would have to be earned. So far as increased expenditures for NEM/AV were concerned, significant comments focused on the need to demonstrate to school patrons and others that educators are seeking to increase and improve the efficiency of learning and teaching, and that quality education cannot be achieved in the next decade unless it embraces the technology of instruction. To do this more money must be channeled into NEM/AV programs, for training, leadership, materials, and services.

PARTICULARIZED SUMMARY OF RESPONSES FOR EACH QUESTION WITH SUMMARY TABLES

How To Read the Summaries

The reader should keep in mind the following points as he reads the summary of the responses of State department personnel to the last five interview questions:

1. The respondents had no previous knowledge of the questions. Responses were spontaneous and subjective, structured only by the nature of the question.

2. Interviewees were assured that neither States nor their statements would be identified. All opinions were personal, although each person was talking from a position within an administrative organization.

3. Some responses reflect opinions of persons specialized in the NEM/AV field, but many respondents spoke from a more general educational frame of reference. Together the replies present a continuum of judgments based on varied educational training, experiences, and responsibilities.

4. It is conceivable that time, fatigue, and other commitments were limiting and affective factors since this last section of the interview usually took place near the end of a day's work and after hours of previous questioning. It is likewise conceivable that because this section followed the structured interview questions, the responses were strengthened by the previous focus on NEM/AV problems, needs, and responsibilities.

5. The viewpoints, or opinions, expressed do not constitute fixed or static data; they doubtless have undergone changes since they were recorded on tape, and, in the days ahead, will probably continue to be modified or changed.

6. Tabulation (not reported here) of the number of times similar ideas occurred was not for the purpose of quantifying data but essentially to make it easier to describe the responses.

7. Judgments of the worth of the ideas expressed may or may not have a relationship to the frequency of their appearance.

QUESTION ONE

Summary and Table XXI

WHAT CHANGES DO YOU EXPECT IN DEVICES AND MATERIALS IN THE FIELD OF NEW EDUCATIONAL MEDIA?

Table XXI presents the nature of changes in materials and devices expected by the respondents. The quantitative relationship of one change to another is depicted by the extent of increase or decrease projected from a base line.

Observations and Judgments About NEM/AV Materials

Increased quantities of materials will be available to schools but with changes in kind and use. Changes in kind and use, though not generally detailed, referred to the development of new materials in subject areas such as social studies (not presently receiving the attention of science and mathematics); improved quality of existing materials, such as, filmstrips; and acceptance of materials currently available but little used. Further experimentation with different kinds of materials is anticipated. Increased development and use of teaching machines and programed instruction are envisioned, as well as the expansion of ETV to statewide systems.

Several expressions of uncertainty and caution as to what might be expected in materials in the future were forthcoming, with doubts specifically stated about increased uses of teaching machines and programed instruction.

That materials will be less expensive in the future was an idea which occurred a few times.

Observation and Judgments About Changes Expected in NEM/AV Devices

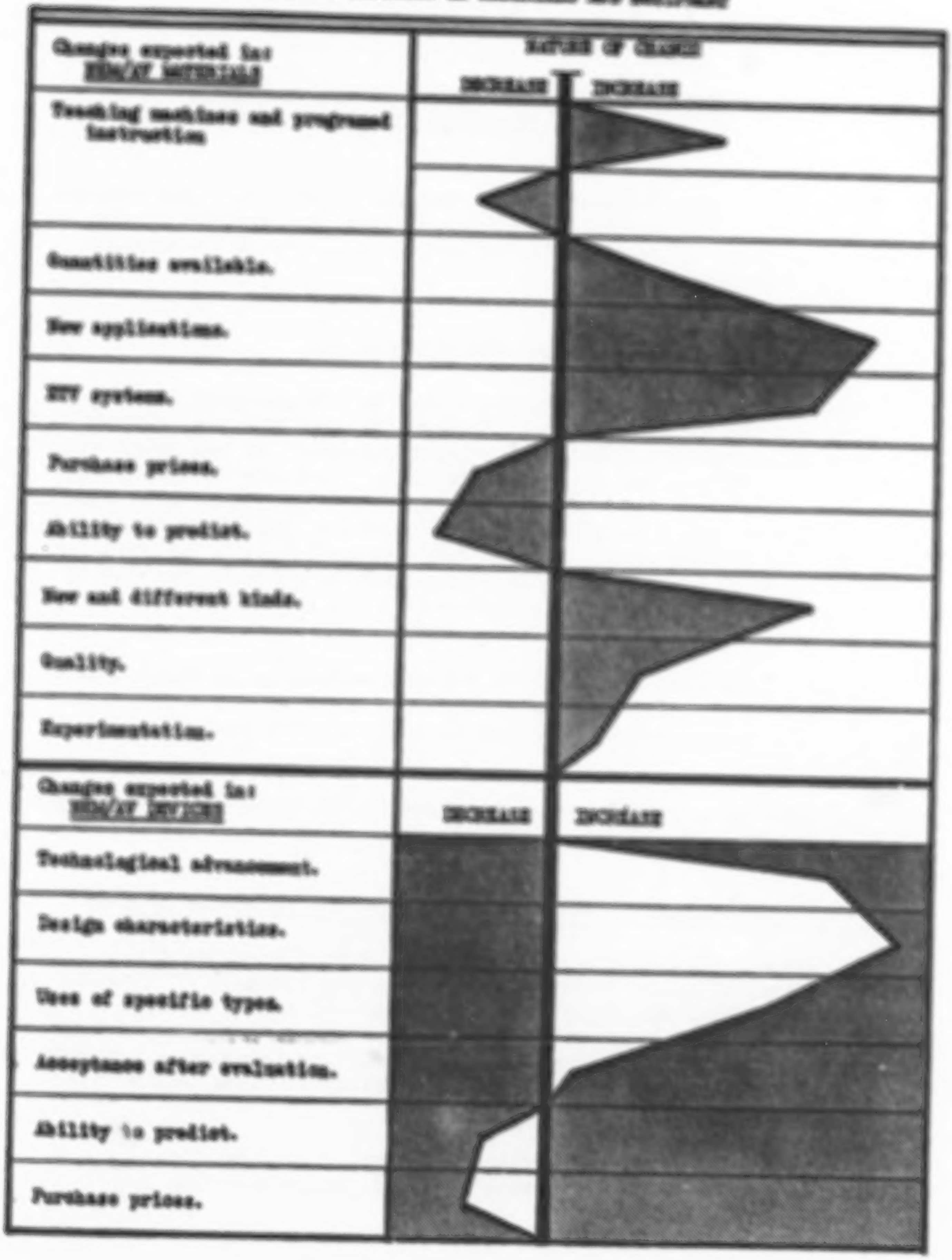
In general, educators expect a greater emphasis on the application of technological advancements to the improvements of existing NEM/AV devices and the creation of new ones. In short, more, different, and better devices are foreseen. These developments will affect their use in schools and the nature of the learning situations in which they are used. School staffing patterns, organization and operation will be affected.

Increased use of NEM/AV devices will take place; mentioned specifically among the newer media were overhead projectors, 8mm pro-

TABLE XXI

OPINIONNAIRE: FUTURE DEVELOPMENTS NATIONALLY

CHANGES EXPECTED IN MATERIALS AND EQUIPMENT



jectors, and self-study devices. Among traditional devices, increases are expected in the use of tape recorders, microfilm equipment, and film and slide projectors.

Characteristics of existing devices will be altered in ways such as these: lighter, more versatile, simpler and easier to use, compact, standardized, and constructed for individual use.

Cautions and uncertainties about what to expect in future devices were expressed including the idea that many devices will be proposed but not many will be used after critical appraisal.

QUESTION TWO

Summary and Table XXIII

WHAT CHANGES DO YOU EXPECT IN THE DEVELOPMENT OF MATERIALS DISTRIBUTION CENTERS OR PRODUCTION CENTERS?

Table XXIII presents graphically the kinds of changes expected in materials distribution centers and material production centers. Under the materials distribution centers, section totals are in black; the components are in white.

Observations and Judgments About Materials Distribution Centers

In the future, materials distribution centers are expected to increase, but opinions vary as to where such centers will be located. A few respondents saw a need for national distribution centers, while others envisioned State centers with or without county, intermediate or regional distribution units. The idea of local district or individual school centers to bring materials as close as possible to the point of use found frequent expression.

Changes are expected in the nature of the distribution centers. Changes include distribution of a greater variety of materials, perhaps from a resource center which provides many curriculum services; or from an instructional materials center. One respondent expected the department NEM/AV center to be directed by a school librarian.

Observations and Judgments About Materials Production Centers

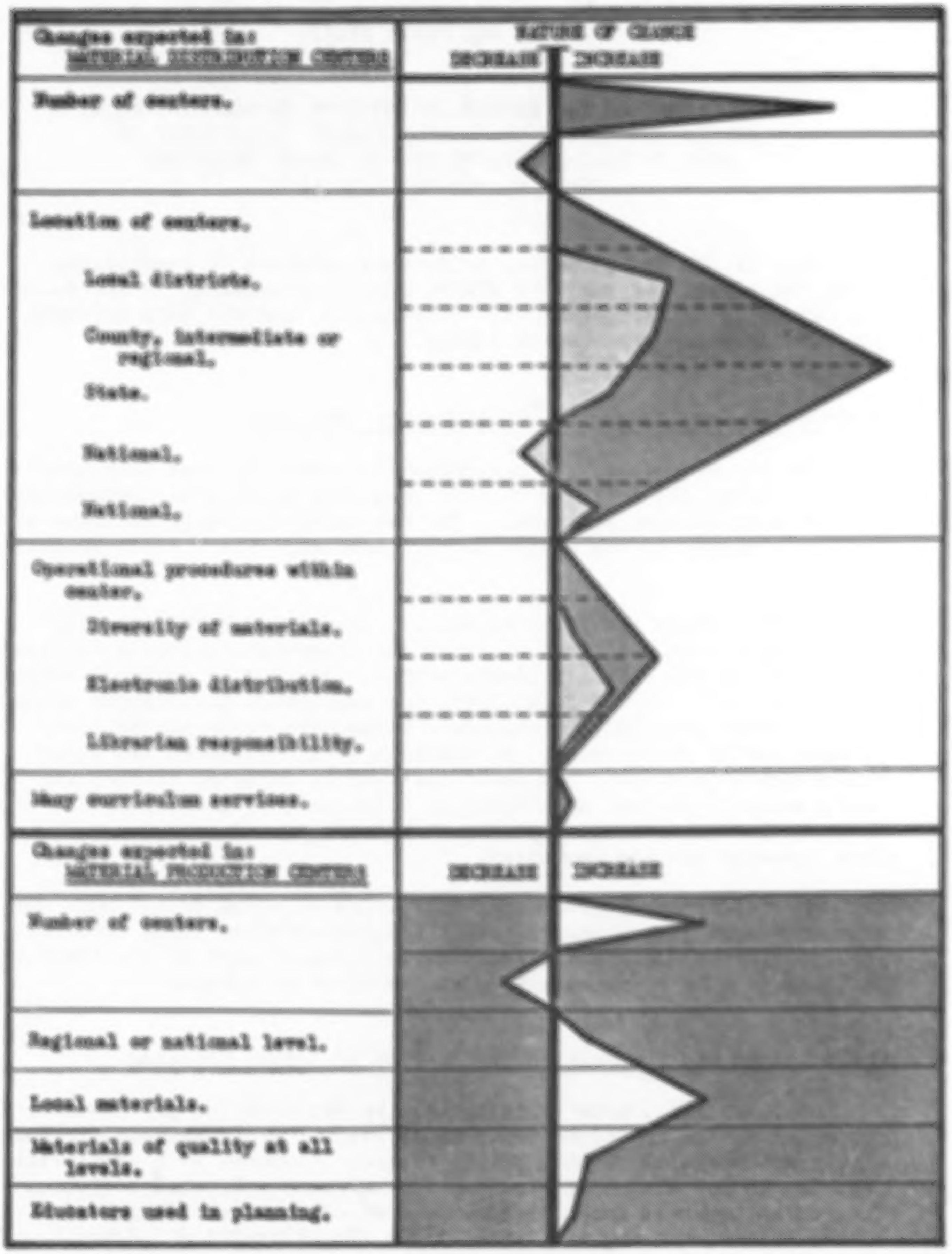
An increase in the number of production centers is anticipated. Production centers will be on a regional basis perhaps encompassing several States or on the national level. The production of local materials will also increase.

Improved quality of NEM/AV materials produced at local, regional, State, or national levels will be an eventuality. Educators will be used more in planning production at the decision-making level.

TABLE XXII

OPINIONNAIRE: FUTURE DEVELOPMENTS NATIONALLY

CHANGES EXPECTED IN DISTRIBUTION AND PRODUCTION CENTERS



QUESTION THREE

Summary and Table XXIII

WHAT CHANGES DO YOU EXPECT IN TERMS OF PERSONNEL WORKING IN THE NEW EDUCATIONAL MEDIA FIELD? WILL THERE BE MORE OR LESS JOBS? GREATER OR LESSER TRAINING? FEWER OR GREATER FUNCTIONS?

Table XXIII, in two parts. represents opinions of respondents about the number and kinds of NEM/AV positions expected in the future, the nature of training that will be required, and the ways in which job functions are expected to change.

Observations and Judgments About More or Less Jobs

With one exception, all responses expressed the idea that more NEM/AV related jobs will be created requiring additional professional and non-professional personnel. The one exception believed there will be little change in the number of personnel employed without Federal support.

Opinions about the level at which increases in personnel will occur ranged from additions at local and intermediate levels to expansion at State and national levels with an increase in national consultants expected. At the local level one respondent anticipated assignment of media personnel on a-number-of-teachers-to-be-served basis, perhaps one to 25 teachers. In addition to professional and supervisory NEM/AV personnel, increases may also be expected in building coordinators, clerical and technical personnel, production staffs for ETV, staffs for developing programed materials, and resource persons from industry and the community.

One respondent observed that the increases would depend upon the role of NEM/AV in the instructional program--whether these materials were considered basic and essential--an integral part of the teaching-learning situation, or merely "enrichment" or peripheral.

Observations and Judgments About Greater or Lesser Training

Quantitatively, more training will be required for professional personnel in the new educational media field. Qualitatively, leadership positions will require better-trained personnel with specialized training in certain aspects of the NEM/AV field. Several responses focused on the need for a broader general educational background, either before or along with specialized NEM/AV training. School

TABLE XXIII

OPINIONNAIRE: FUTURE DEVELOPMENTS NATIONALLY

CHANGES EXPECTED IN POSITIONS: NUMBERS, TRAINING, FUNCTIONS

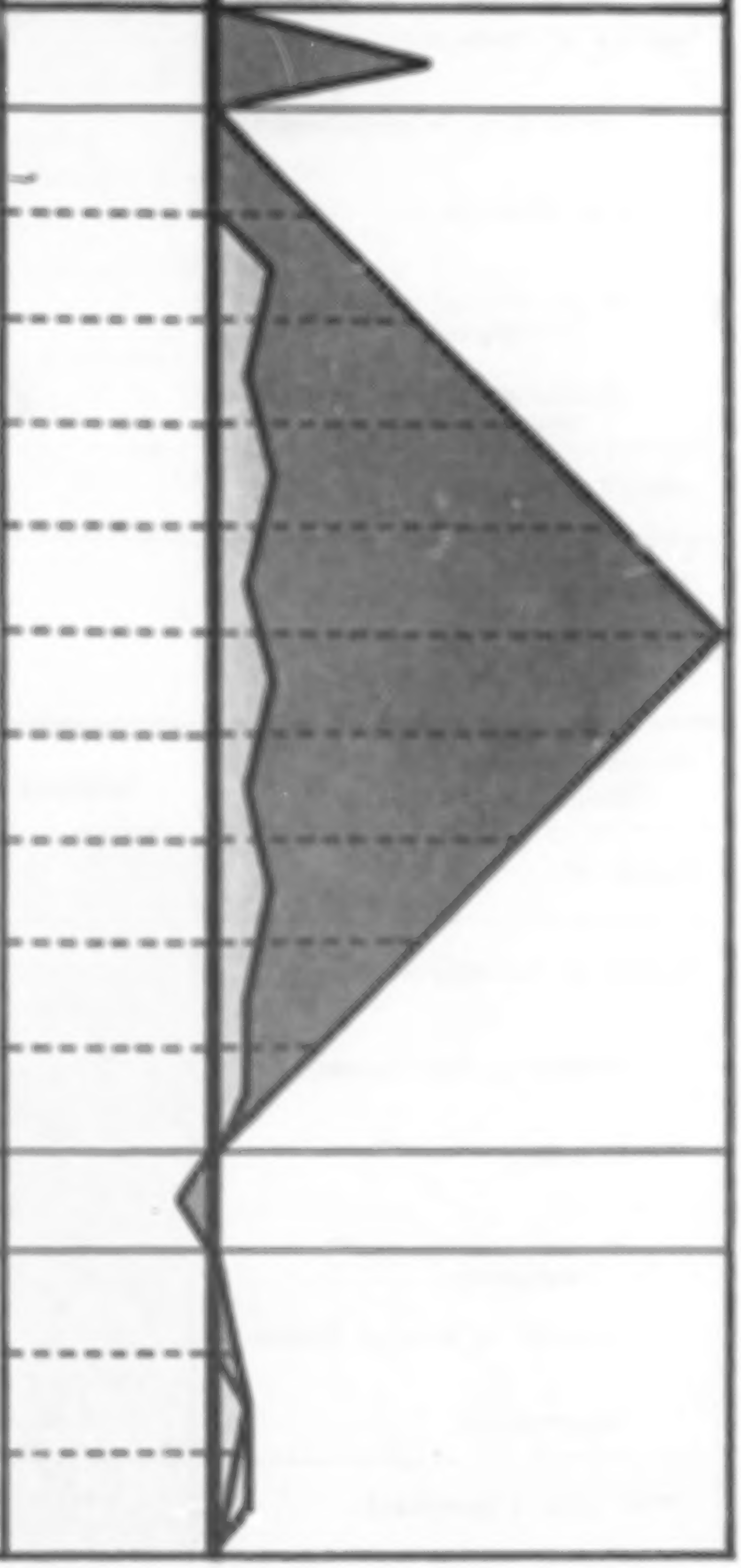
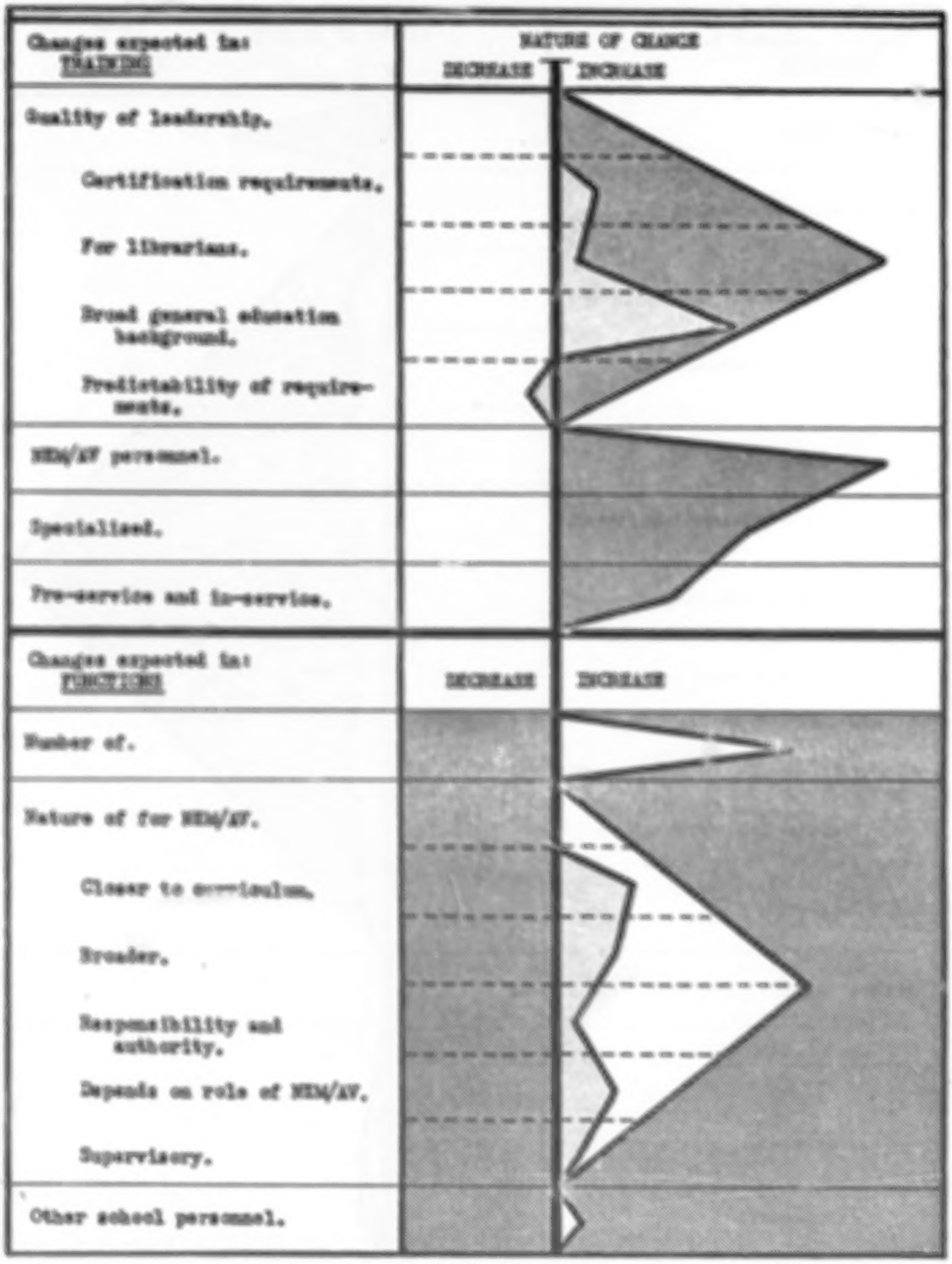
Changes expected in: POSITIONS	NATURE OF CHANGE DECREASE INCREASE
Specialists.	
NDEA/AV related jobs.	
TV production staffs.	
Building coordinators.	
Professional, clerical & technical.	
Local & intermediate level.	
Programed materials.	
1/ as many teachers.	
National consultants.	
Persons from community & industry.	
Supervisory.	
Without federal support.	
Depends on:	
Essential.	
Enrichment.	

TABLE XXXIII (CONT.)

OPINIONNAIRE: FUTURE DEVELOPMENTS NATIONALLY

CHANGES EXPECTED IN POSITIONS: NUMBERS, TRAINING, FUNCTIONS



librarians are expected to have more NEM/AV training in the future. A few suggested that there would be a division of labor on the basis of job requirements with the highly specialized NEM/AV positions requiring more training and the lower level of jobs, less training. An opposing viewpoint contends it is not possible at this time to know what NEM/AV leadership jobs will require.

Pre-service and in-service education will be affected by training needs with changes in the number and quality of offerings at the pre-service level, and in the extent of in-service training needed at local and State levels. A few respondents expect certification requirements to effect increases in pre-service and in-service NEM/AV training.

Observations and Judgments About Fewer or Greater Functions

Responses seem to indicate that NEM/AV personnel will in the future have a greater number of functions to perform, and that the nature of the functions will be changed. Changes envision that NEM/AV functions will be broader and more-closely related to curriculum development and activities. Increases in responsibility and authority as well as supervisory functions are anticipated. A few replies conceived of job functions being explicated on the basis of the role of the NEM/AV person as a "specialist" or a "generalist."

As a corollary to increasing and changing functions for NEM/AV personnel, those of other school personnel will be altered.

QUESTION FOUR

Summary and Table XXIV

WHAT CHANGES DO YOU EXPECT IN THE FINANCING OR EXPENDITURE PATTERNS RELATED TO NEW EDUCATIONAL MEDIA?

Table XXIV projects from the base line the opinions of respondents concerning the nature of changes expected in the sources of funds and patterns of expenditures for NEM/AV.

Observations and Judgments About Financing or Expenditure Patterns

It was generally agreed that increased expenditures will be needed for new educational media developments at local, State and national levels. The State and Federal governments are viewed as major sources of increased financial aid with recognition that national funds have already helped local schools to improve their efforts in the NEM/AV field. Increases in financial aid are generally seen as a regular part of the school budget and only in a few instances as special or earmarked funds. Interjected into these responses is the idea that the tax structure will need re-examination if schools are to have adequate finances for NEM/AV programs or for any other purpose involving increased expenditures. Several areas were especially mentioned as needing additional financing: educational television, teaching machines and programed instruction, and newer media equipment such as overhead and 8mm projectors. More money will also be required for increased expenditures for personnel and teacher training and for the construction of proper facilities to use newer media.

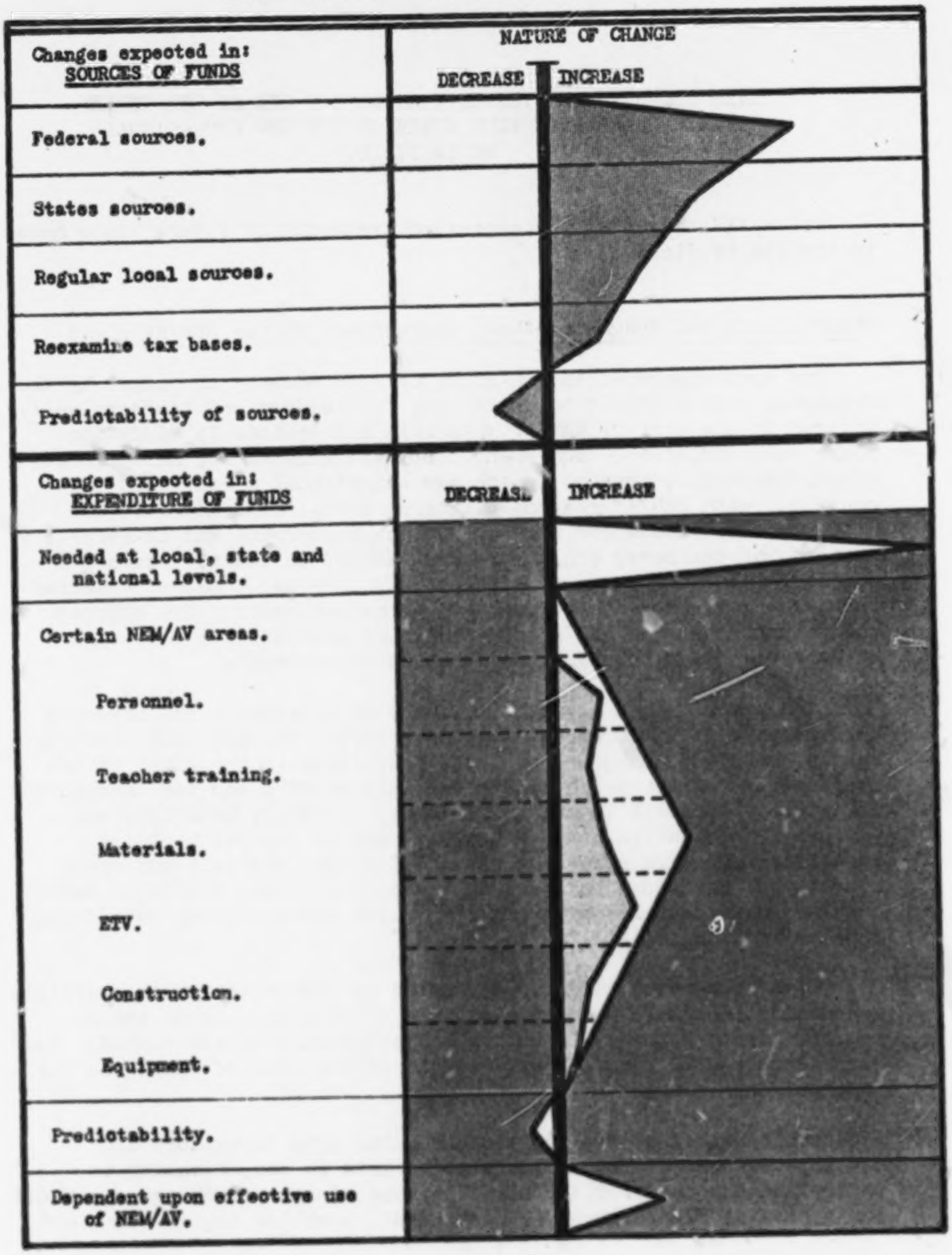
Contrary viewpoints emphasized that little or no change can be expected in financing patterns or expenditures. Financing on a matching basis will continue as a means of financing NEM/AV developments. It is the judgment of a few respondents that the relationship of materials to costs will decrease as production of NEM/AV materials and equipment increases.

Deviating from the foregoing views, the idea was expressed that if educational leaders can show that the use of NEM/AV materials and equipment will improve the quality and efficiency of instruction, additional financial support will be provided as needed.

TABLE XXIV

OPINIONNAIRE: FUTURE DEVELOPMENTS NATIONALLY

CHANGES EXPECTED IN FINANCING AND EXPENDITURES



QUESTION FIVE

Summary and Table XXV

OVER THE NEXT TEN YEARS, WHAT DO YOU SEE AS THE THREE GREATEST NEEDS OF YOUR STATE IN THE NEW EDUCATIONAL MEDIA FIELD?

Table XXV indicates the expressed frequency of future State needs in the NEM/AV field.

Observations and Judgments About State Needs in the NEM/AV Field

The need uppermost in the minds of respondents, as judged by the frequency with which it occurred, was for leaders and teachers well-trained in the uses of NEM/AV materials and devices in education. There was considerable agreement that need existed for more professional leadership trained in the new educational media field for positions with NEM/AV responsibility at local, intermediate, and State levels. Needs for more or better pre-service and in-service training of teachers, administrators, NEM/AV personnel, teacher educators and lay boards were repeatedly stressed. Means of achieving these goals were not projected; a few respondents did express the thought that the NEM/AV competence of professional personnel could be improved through certification requirements.

High priority was given to the need to re-examine and reassess curriculum and instructional methods. It was thought that curriculum developments and changes need to be considered in the light of the availability of new media, the potentials of ETV, and the changes in methodology implicit in the multiple use of NEM/AV materials and devices. Corollaries to this are the need to improve building facilities for more effective use of existing materials and newer educational media and the need to reorganize school staffs to meet changes in educational programs that build instructional methodology into curriculum design.

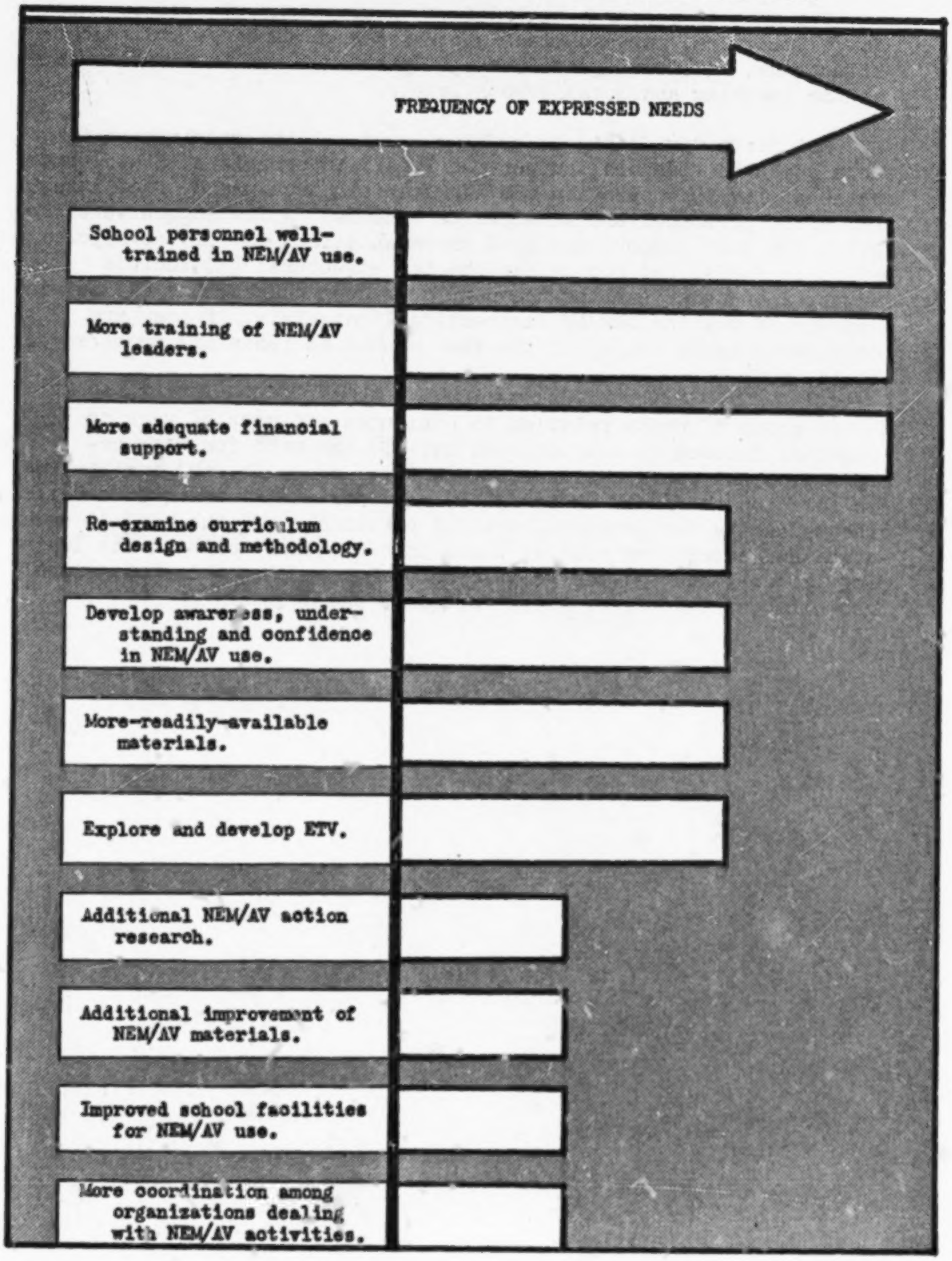
Often reiterated needs were related to improving NEM/AV materials and making them more readily available to schools. Local and/or regional centers for distribution and/or production are wanted. How such centers will function will depend on the role of NEM/AV in the instructional program.

A sizeable number of replies indicated the need to explore and develop the uses of ETV. Important to this is the necessity to understand the proper place of ETV in the educational program. Needs for statewide ETV networks, TV equipment, enabling legislation, and

TABLE XXV

OPINIONNAIRE:

NEEDS FOR NEM/AV DEVELOPMENT AS PROJECTED BY STATE DEPARTMENTS



finances were practical considerations related to the future of ETV.

The area of research called forth expressions of need for more NEM/AV research, more application of research findings to present situations, and more "grass roots," "practical" or "action" research at the teaching and local school levels.

Set forth distinctly as a future need was the requirement for more adequate financial support at local, intermediate, State, and national levels to provide NEM/AV materials, equipment, facilities, research, personnel and services to schools. A few suggestions for obtaining such support included recommendations to: (1) re-apportion existing funds; (2) reorganize the tax structure; (3) include appropriations as part of the regular school budget; and (4) obtain appropriations for NEM/AV instructional materials, if they are considered basic tools, in the same manner as funds are procured for State textbooks.

A group of needs relating to attitudes and ways of working together focused on conduct such as: (1) the need for more cooperation and coordination among persons, agencies, and institutions in relation to NEM/AV matters; (2) need for administrators to realize the necessity for procuring trained personnel; (3) the need to understand and accept the role of these instructional tools in the learning process; and (4) the need to inform the public and professional groups about the use of these materials and devices.

CHAPTER V

NEM/AV ACTIVITY IN THE SDE: VARIATIONS, PROMISING PRACTICES, PROBLEMS, AND GROWTH CHARACTERISTICS

INTRODUCTION

The first four chapters of this survey provide (1) an orientation into the procedures used in this study; (2) a report of the status of NEM/AV at the State level, viewed in national patterns developed from statistical data for the year 1960-61; (3) a description of each State-level activity in the new educational media field; and, (4) a summary of the opinions of SDE respondents about future NEM/AV developments nationally, and present NEM/AV needs of their States. These chapters conform generally to accepted methods of reporting research of this kind.

This study would be less than complete if it failed to identify and discuss factors, problems, practices, and needs that bear on future NEM/AV developments in State departments of education as seen by the Project staff and others. In fact, it was felt that in a research study of this scope, there was a staff obligation to comment, suggest, and raise questions which might stimulate further thinking with regard to State-level NEM/AV activities. Hence, in addition to research data and information related to the study, observations of the interviewing staff, including the authors', together with insights gained from the staff's experiences, and comments from SDE personnel, form the basis for the discussion which follows. At the risk of criticism for deviating from an objective report, the authors assume responsibility for the subjective nature of this chapter.

This chapter will discuss the following topics:

1. Factors Which Influence Variations in the Development and Operation of State Departments of Education

2. Promising NEM/AV Practices Reported Formally and Informally by SDE Personnel

3. Questions Concerning the Role of NEM/AV in State Departments of Education

4. Need for NEM/AV Specialization

5. Growth Characteristics: Development of Criteria and Appraisal of Progress.

FACTORS WHICH INFLUENCE VARIATIONS IN THE DEVELOPMENT AND OPERATION OF STATE DEPARTMENTS OF EDUCATION

State departments of education are concerned primarily with the educational programs of their own State. They have many common characteristics, such as purpose, structure, and function, but perhaps the characteristic most common to all is the right to determine their own programs by the authority relegated to the States by Article X of the Federal Constitution wherein power and control over education were "reserved to the State respectively or to the people." Traditionally, States are jealous of this educational prerogative. They are often resistive to imagined or actual attempts to the Federal government to influence or control their educational programs. They similarly stand firm against having their programs overtly influenced by neighboring States. While it is true this attitude exists, these political units also recognize that State, Federal, and local governments in their varied responsibilities for public education are interdependent. Applied technology and mass communication have impinged upon these relationships and accelerated the rate of interdependence. No State is an island unto itself; the sum total of the fifty States makes up the United States of America, and what happens in each State to some degree affects each of the other States and the nation as a whole. Further, what happens to the nation depends upon what happens in the individual State and ultimately to the individual child in each State.

Many Factors Influence SDE Variations

Project personnel who interviewed SDE staffs in the various States were impressed by the great variations they found in the manner in which each State department of education met its responsibility for carrying out leadership, regulatory and operational functions. (See Functions of State Departments of Education, Fred F. Beach, for discussion of SDE functions. Chapter I is reprinted in the Appendices.) These varied as much as the offices and buildings in which SDE personnel worked, which ranged from structures which were built half a century ago (unsuited to modern needs) to functionally designed, contemporary plants.

Many factors influence the conduct of the educational system in any particular State and therefore the variations among States. These factors may relate to size, geography, climate and other aspects of the physical environment, or they may be associated with non-material aspects of the society--the ideas, traditions, folkways and values held by the people who make up the State population and direct its institutions. The rate of change which occurs non-uniformly in automation, technological development, population increase, and political and social structures affects in various ways and in varying degrees public education in the different States. It is not the intent to labor this point unduly, but in an effort to highlight variations important to the interpretation of the data, some of the factors affecting one State selected from statistical data for that State in Chapter III will be applied to another. This will serve to dramatize the extremes in variations which, if they were realities, would influence drastically the operation of each State department of education.

Geographical Factors and Density of School Population

An example of extremes in variations is to be found in a comparison of our newest and geographically largest State, Alaska, with our smallest and one of our oldest States, Rhode Island. Alaska has an area of 586,400 square miles with a 1960 elementary and secondary public school enrollment of 46,929 pupils or .08 pupils per square mile of area. Rhode Island, on the other hand, has an area of 1,214 square miles with a 1960 elementary and secondary public school enrollment of 856,483 pupils or 700+ pupils per square mile in contrast to Alaska's .08 pupils. In Rhode Island a 700-pupil school would draw on an area of one square mile for its studentbody, in Alaska a 700-pupil school would draw on an area covering 8,750 square miles, an area more than seven times as large as the whole State of Rhode Island! Conversely, if Alaska had proportionately the same number of pupils per square mile of territory as Rhode Island, it would have an astronomical school population of 410,480,000 pupils and Rhode Island would have a total school enrollment of 109 pupils!

Alaska's .08 pupil enrollment per square mile of area has a close correlation with a similar situation covering almost one-half of the area of Maine.

Forty-four per cent of the area of Maine does not have enough population to support municipal government. This is legally designated as the Unorganized Territory and in 1960, of Maine's 207,261 public school population, approximately 1,600 pupils lived in the Unorganized Territory! Thus only .07% of its children lived in 44% of the State; the number of pupils per square mile of area was .1+ comparing closely with Alaska's .08+ pupils per square mile of area. Along with other statewide responsibilities, Maine's SDE is required to operate the schools in the Unorganized Territory, thus becoming in effect a school district administrative unit.

Still another variation in the educational program of this State is that along the Canadian border a few Canadian citizens have settled on the American side. Their children, if born in Maine, are American citizens and the State is legally responsible for their education. Transportation south to the nearest school during most of the year is impractical. The SDE has solved this problem by contracting with a local Canadian school for the education of these children. The Canadian community, however, speaks French, so, in order for these American children to know English and American traditions, the State department of education conducts summerschool classes in English and United States history.

Variations in Traditions

Extreme positions in traditions sharply affect State educational programs. For example, Project interviewers working in the New England States frequently observed the effect of the vigorous traditional independence of local communities, especially in the conduct of educational affairs. "Local autonomy is a force to be reckoned with," remarked an SDE official commenting on the problem of enforcing State school building codes. He continued, "Law or not, we have to work with and through the town meeting. It is often more powerful than the school board. You just can't tell them they have to do anything, especially if it's regarding their schools, and you are from either the State or Federal government." The same attitude was reported by an SDE official in a midwestern State as he recalled the president of a small rural school board saying, "We'd rather make our own mistakes than be told what to do by some State guy." Contrast this with the comment of an SDE official of another State who said, "Our big problem is, we just can't keep up with the requests for help from local and county school people; that goes for both the professional educators and the lay public as represented by boards of education. They feel it's sort of a business partnership."

Variations in Ability to Support Educational Programs

One of the other important factors affecting the State's educational system is the wealth of the State as reflected in the ability of its citizens to support an adequate educational program. A close correlation exists between the per capita income of the citizens of a State and the dollars it spends per child in support of education. To illustrate this, again compare extremes. Compare by rank the three States having the highest per capita income and the three having the lowest per capita income with the dollars each spends per pupil on education.

Rank per Capita income	State	Rank per pupil $ expenditure
1	Delaware	5
2	Conn.	15
3	Nevada	9
48	So. Carolina	49
49	Arkansas	44
50	Miss.	48

Another comparison of extremes again illustrates the same point. By rank, compare the three highest and the three lowest States in per-pupil-dollar-expenditure with the per capita income of each.

Rank per $ pupil expenditure	State	Rank per capita income
1	Alaska	8
2	New York	4
3	New Jersey	7
48	Miss.	50
49	So. Carolina	48
50	Alabama	47

Other Variations

Many other external factors should be considered in interpreting the data in the study as they pertain to NEM/AV activities in State departments of education. In addition to those already discussed, State laws governing the responsibilities and functions of the SDE not only vary greatly as legal instruments, but also in their effect on State educational programs. The data in the concluding chapter of the report by John W. Connelly, Jr., State Laws on Audio-Visual Media of Instruction in Public Schools and on Establishment of Educational Television Stations, (reprinted in the Appendices of this volume) convincingly point up this fact. A study of what is happening in educational television in the different States (Chapters II and III) and the reasons for each particular development would illustrate the further operation of this last factor, as well as other factors already mentioned. The role of universities and colleges, the character of their services and their relationship with local schools of the State, constitutes another factor influencing the SDE. Still another factor is the State's attitude toward Federal aid to education. This is especially important when the relationship of NDEA funds to NEM/AV activities is considered.

It is not the function of this study to identify all of these factors, much less to assess their influence on State departments of education. On the other hand, it is felt that the greater the knowledge and understanding of these factors by the reader, the more successful he will be in using research data and other results of the study.

PROMISING NEM/AV PRACTICES REPORTED FORMALLY AND INFORMALLY BY SDE PERSONNEL

"Promising practices" reported here have been gleaned from conversations with NEM/AV personnel, on-the-spot observations, and State reports. No attempt is made to describe them in detail or to indicate their appropriatness as a SDE function or for a particular State program. Representing variations in departmental procedures, these practices are offered here in the hope they may encourage or stimulate individuals to seek creative approaches to the many complex problems related to NEM/AV development at the State level.

For the purpose of the report, promising practices are conceived of as creative and effective ways of (1) meeting newly developing needs; (2) coordinating the efforts of individuals and groups in the fulfillment of responsibilities or the accomplishment of goals; and (3) dividing work into related parts, using materials and devices, and/or organizing services for the most fruitful return for the effort expended or costs involved. Promising practices in NEM/AV seem to be those that have built into them the potentials for the maintaining and improving of existing programs. Growth is a resultant which can be measured in terms of a program and its operation.

In-Service Education

Many SDE NEM/AV activities are directed to the function of improving instruction through in-service education. State reports of individual and group consultations, conferences, meetings, and workshops, ranging in length from less than one-half day to more than 6 days, with statewide audiences varying in size from fifty to 14,140 persons testify to the scope of this effort. Unique circumstances within some States have frequently led to additional creative practices in this area. These include the use of:

1. Mobile laboratories, fully equipped, to demonstrate methods and materials in science, mathematics, languages, and/or vocational subjects.

2. Kits which include NEM/AV materials and equipment distributed or circulated to teachers and/or pupils in remote areas for instruction or how-to-teach, for experimental use as in foreign language study, and/or for home study by pupils where teachers are not available.

3. Telpak Communication System used for statewide telephone conferences to conduct meetings in science and matters of statewide concern to the SDE.

4. A tailormade, packaged in-service unit. The SDE staff pre-plans and prepares several types of in-service programs, then makes them available to local schools or other groups. From a descriptive listing, schools or groups select the in-service package most appropriate to their needs. Some "packages" include only materials and equipment, others involve SDE personnel, and still others include both NEM/AV materials and equipment and SDE personnel.

5. NEM/AV demonstration kits, teams, and/or centers. These appear to warrant further exploration as ways of extending knowledge and experiences with NEM/AV in the instructional process--of bringing know-how close to the point of application.

6. Short-term, outside consultants brought into the department for special purposes: for example, to assist in demonstrations and workshops, to conduct special research; or to plan content for ETV courses.

7. Curriculum laboratories containing a library of curriculum materials, communication devices, and media planned as resource centers for the use of SDE staff and other educational leaders.

Communication Activities

NEM/AV personnel recognize the need to disseminate information about materials, devices, services, and utilization. Varied means of communication which have brought desired results include: mimeographed reprints of articles from outside sources, regular columns in the Superintendent's bulletin, tape recordings of speeches given at conferences and later circulated, colored slides of SDE activities and services, and radio and television broadcasts to interpret the department's program including NEM/AV services. (Bulletins, handbooks, and teachers guides for school personnel and SDE staff are discussed in Chapter VI.) A number of departments distribute ETV schedules for educational or commercial stations; publications from NEM/AV professional associations, from NEM/AV dealer associations, and from business concerns. In some States, NEM/AV personnel work closely with outside groups in the preparation of materials useful to teachers and/or pupils.

A number of States reported successful and widespread use of publications of the Department of Audiovisual Instruction of the National Education Association. Particularly mentioned were Planning Schools for Use of Audio-Visual Materials, No. 1 Classrooms, and No. 3. An Instructional Materials Center.

Cooperative Efforts

Cooperation with different groups for different purposes is manifested in a number of practices that, according to SDE personnel, have proved fruitful. These include:

1. Cooperative research with commercial concerns to develop teacher guides for a series of educational films and other media. In another instance a SDE reported a three-way cooperative enterprise wherein the SDE and the State NEM/AV association cooperated with a commercial producer of instructional films to produce a series of films and filmstrips related to a newly adopted State textbook.

2. Equipment demonstration centers with equipment loaned by commercial companies. In a few States, CCTV equipment has been loaned to the department; NEM/AV personnel then arrange to set up within a school the CCTV system to broadcast programs which that

particular school has prepared, usually under the guidance of SDE NEM/AV personnel.

3. Joint appointments of professional personnel with institutions of higher learning. In some situations this provides the SDE with NEM/AV leadership and competency not otherwise available. In one situation, such a person serves the SDE and the institution in a liaison capacity resulting in the coordination of services between these two. In another State this person effectively plans in-service education and pre-service courses in terms of the immediate and special needs of local school personnel in the institution's service area.

4. Colleges and universities in some States are working closely with SDE NEM/AV personnel in cooperative research undertakings on State NEM/AV problems. A doctoral study in one State was the subject of drafting a statewide plan for educational television; another was to assess the programs of local NEM/AV service units.

5. Cooperation between NEM/AV professional associations, NEM/AV commercial groups, and State departments of education. Some States rely on NEM/AV organizations to conduct research and publish reports in the field. One State indicated that NEM/AV organizations, with the encouragement of the State Superintendent of Public Instruction, and supported by other professional and lay associations including the State PTA, were instrumental in gaining State Board of Education approval for the creation of a NEM/AV administrative unit in the SDE.

6. Cooperative preparation of publications by statewide committees. This is a fairly common practice but attention is called to the use of statewide committees, appointed by the SDE, which undertake to develop a major publication. Through participation of this kind, members of the group can develop cooperatively a common philosophy or point of view about the development and improvement of State, regional, and local NEM/AV services. The reciprocal benefit to the committee is the in-service growth of leaders. Though States can seldom pay individuals to serve on these committees, travel expenses are sometimes met from the department's budget.

Again, the efforts of statewide, teacher committees for various grade levels who preview and evaluate films for purchase by the State Film Library serve not only to upgrade competency in NEM/AV materials selection but also to stimulate interest in utilization.

Intra- and Interdepartmental NEM/AV Service

In many States the NEM/AV unit or the persons who carry major NEM/AV responsibilities view the need to provide services to maintain and improve SDE over-all effectiveness as an important function which they carry out in various ways, such as:

1. Conducting in-service meetings for SDE staff members

2. Preparing departmental NEM/AV announcements and bulletins on new equipment materials, conferences, workshops, courses and other pertinent matters

3. Providing a graphic artist to develop transparencies, charts, and other graphic materials (sometimes SDE personnel have a budget for commercial production of graphics for their use)

4. Making available photographic equipment for use by SDE personnel

5. Providing a staff photographer who is available for photographic work, as well as for consultation

6. Purchasing, circulating, and servicing equipment for SDE staff use

7. Purchasing materials recommended by SDE personnel for their special on-the-job use

8. Making NEM/AV professional staff available not only to the SDE but to other State agencies for technical advice and educational consultation on the planning and production of special materials including films, filmstrips, radio, or TV broadcasts. In some States assistance of this kind is given to the Public Health Department; on a broader scale, the NEM/AV unit in one State consulted with personnel in five other States on a joint undertaking by the five States to plan for the production of a film on library services.

NEM/AV Materials and Equipment Service

The duplication of tape recordings either for a specialized area such as foreign language tapes or for more general tapes seems to provide a useful service. (In some States, other agencies provide this service.)

Fiscal Practices

Several fiscal practices may merit consideration. These include:

1. Direct, State, fiscal support for establishing and operating a local, county, or regional NEM/AV center on some kind of a matching formula.

2. Accreditation standards which take into account a minimum or basic expenditure for instructional (NEM/AV materials and/or equipment on a teacher unit, a per-pupil-per-year unit, or a pre-school building basis.

3. Reimbursement to schools on a teacher-unit basis for the use of approved ETV programs when used as regular, classroom instruction.

"Next Best" Assistance

Limitations of personnel and of funds frequently force State departments to use "next best" means of getting important tasks done. In one State, an Educational Media Council comprised of building coordinators, local NEM/AV directors, and other interested persons serves in lieu of a State specialist as a source of information, advice, and assistance on NEM/AV matters. Though this group is hampered by a lack of funds for transportation, lack of time to meet, and other serious obstacles, it provides what help it can and serves to keep alive the department's keen interest in NEM/AV and its hope of eventually obtaining a NEM/AV specialist for the staff.

In some cases, college and university personnel are used as reference sources when NEM/AV information and specialization are needed and are not available at the State level.

QUESTIONS CONCERNING THE ROLE OF NEM/AV IN STATE DEPARTMENTS OF EDUCATION

Acceptance of NEM/AV at the State Level

State departments of education as a whole have increasingly recognized the importance of NEM/AV materials, devices, technics, and procedures in the instructional process. This is evidenced by:

1. Request of a Study Commission of the National Council of Chief State School Officers for a research project of this kind.

2. Growth in the number of NEM/AV personnel and services provided by State departments of education since the end of World War II. Even a cursory comparison of the findings of this study with those reported in three earlier surveys attests to this fact. The three earlier studies are: (1) Audio-Visual Materials Services reported July 1, 1948--June 30, 1949. Summarized on page 28 of The Functions of State Departments of Education. Fred F. Beach. Misc. No. 12. Washington: Federal Security Agency, Office of Education; (2) Report (mimeographed) of the Audio-Visual Staff and Organization in State Departments of Education. Washington: Research Division of the National Education Association, February, 1948 (reprinted in the Appendices); and (3) Audiovisual Education in State Departments of Education. 1957 Study, by Seerley Reid, U. S. Office of Education.

3. References in the tape-recorded portion of the personal interviews (See Chapter IV.) to the increasingly-close relationship of NEM/AV to curriculum, and the respondents' expressed need for better-trained leadership at all levels and better-trained teachers

in the use of NEM/AV materials and devices in the educational process.

4. The general acceptance of NEM/AV activities and services as responsibilities of the SDE. Even though doubts about future developments were expressed (Chapter IV), these in no way questioned the legitimate place of NEM/AV in State educational programs.

5. General enthusiasm and support of NDEA activities. The ways in which these have effectively augmented and extended State services provide further proof of the value of instructional materials, particularly the newer media in improving instruction.

The foregoing evidence together with the findings from this study are grounds for believing that NEM/AV education activities have a firm place in State department of education programs.

Concept of SDE Functions Determines NEM/AV Role

It is assumed that NEM/AV educational activities, like any other phase of the State's educational program, will be developed in harmony with the State's basic philosophy of education and in relation to the circumstances peculiar to each State. They must be activated by administrative decisions in harmony with the functions of the State department of education. SDE functions are commonly conceived of as leadership, regulatory, and operational. Implementation of these functions in various ways and through various services comprises the State's program for public education (The Functions of State Departments of Education, Fred F. Beach. Washington: Federal Security Agency, Office of Education, Chapters II, III, and IV). Each aspect or service of the SDE requires continuous appraisal and evaluation in terms of function, accompanied by a readiness and capacity for change as the need arises.

An acknowledged purpose of this study was to furnish data by which State departments of education could assess their NEM/AV practices individually, or on a broader basis, in an effort to develop future policy, plans and programs for NEM/AV activities. National patterns developed from the analyses of the questionnaire and interview data, a careful review of parallel items in the State reports, together with the State needs as pointed up by respondents in Chapter IV, are available to help in the identification of NEM/AV problems and concerns, and give direction to future development at the State level.

What Are Appropriate NEM/AV Functions at the State Level?

The variations in practices, the irregular patterns of growth, the fact that many services have been planned but others admittedly have been added haphazardly point up the need to review and appraise

State level NEM/AV services and activities in terms of functions appropriate to State departments of education. With functions defined as broad and appropriate activities that have been assigned to or developed by a unit, department, or service, it seems important to raise questions like the ones suggested below, which are grouped here for conveience, under the following headings:

Functions, in general. What NEM/AV functions are appropriate to State departments of education? Which can better be performed by or in cooperation with some other agency, institution, Board or Commission, or voluntary education association? Which belong in the SDE because of its role as head of the public school system of a State? Which should be carried out as direct services to schools? Which responsibilities, services and activities must be coordinated by the SDE rather than administered and controlled by it? Does the higher degree of organization of educational programs implicit in the application of instructional technology to the teaching-learning process call for a review of State-level responsibilities and reappraisal of functions in relation to NEM/AV?

Leadership functions. What immediate and what long-range planning is needed by NEM/AV personnel to exercise leadership within the SDE administrative organization and throughout the State? Is a job-analysis in terms of NEM/AV functions to be performed at the State level needed? Have internal support functions and external service functions been clearly defined in terms of operational procedures?

What constitutes a well-balanced NEM/AV program at the State level? In what ways does a well-balanced NEM/AV service provide for research, in-service education, direct services to schools, the cross-media approach to utilization, coordination of leadership and resources such as those in institutions of higher learning, local school units, and professional organizations? In a well-balanced program, what is the responsibility of NEM/AV to consider the needs of schools, institutions, and agencies of the State and to assist them in establishing programs and services, or helping them to make organizational changes needed for more effective instructional use of the newer media? What kinds of services should be rendered, and under what conditions should decentralization be encouraged?

What is the role of NEM/AV in initiating curriculum innovations and implementing changes?

How and to what extent should the NEM/AV service disseminate information about equipment, materials, services, utilization, and new developments in the field?

How best can NEM/AV staff time be utilized? In direct service to schools? Or as a catalyst, setting in motion the leadership potentials of others? Discovering, training other leaders?

How does a SDE provide for continuous appraisal of its NEM/AV activities? Should the SDE do this? Should knowledgeable, disinterested consultants be used?

Regulatory functions. What regulatory measures should be adopted or steps taken to assure that educational personnel have skills and competency in the use of NEM/AV? Should such preparation be included in certification requirements? What competency and skills and training are essential for NEM/AV leadership positions?

What standards, if any, should be developed for equipment, materials, facilities, personnel skills? Should these be quantitative? Qualitative? Both? Who should be involved in the development of standards? How should they be applied? (See Chapter II, Table IX.) How does difficulty of obtaining, or lack of equipment, affect program?

What regulatory provisions are needed to assure that new school buildings will include the basic facilities for NEM/AV? What provisions are basic? (See Chapter II, Table VIII.)

What regulations should be enacted or changed to provide for the operation and use of ETV? In what groups or organizations, private or public, or at what levels of government responsibility for ETV does control of ETV amount to control or direction of a segment of public education? What control problems are inherent in the development of NEM/AV services including ETV and radio when they cut across State lines?

Operational functions. Should a portion of State educational support funds be earmarked for NEM/AV purposes? Should districts be required to match such funds? What are the SDE needs internally regarding NEM/AV resources? Should the SDE maintain a service unit providing such services for its personnel? Should this unit also provide NEM/AV service to schools? To other State agencies of government? What types of services should be given?

What services now centralized in the SDE, due to certain circumstances, need to be reallocated in the future because other operating agencies or organizations are better equipped to perform them? Can another educational agency such as a university extension service produce specialized materials for the SDE staff? For others? For schools? What NEM/AV services should remain in the SDE at the operational level?

NEED FOR NEM/AV SPECIALIZATION

The most important over-all task of a State department of education is to maintain and to further the improvement and to strengthen programs of public education at all levels. The department's structure, organization and operation are directed to this end. Planning, consultation, policy-making, coordinating, regulatory, supervisory, operational, and leadership functions of SDE staffs facilitate or impede this goal. In the last decade, the leadership functions have assumed increasing importance in the States' educational activities. In carrying out these functions, departments have tended, like other institutions, industry and agriculture, toward increased specialization because of the scope and complexity of the tasks involved.

Probably no other aspect of the educational program requires a broader base and yet a higher degree of specialization than the NEM/AV field, yet only five State departments of education require special NEM/AV training and experience for their staff NEM/AV leadership positions. This is not to say that many limited NEM/AV responsibilities are not being carried out well by persons without such qualifications, but the question is raised: If requirements for specialization in supervision, administration, vocational education, etc., are recognition of competency in these areas, then must not the SDE recognize and require specialization for leadership in the NEM/AV field?

Today, more than at any previous time in our educational history, technological changes in our society are having an impact on the instructional program. This impact is currently being referred to as the "technological revolution in education." (Finn, James D. et al Studies in the Growth of Instructional Technology, Occasional Paper. No. 6) Although the degree of change that may result is a subject of debate among both laymen and educators(and may continue for long time), do not SDE personnel, in their leadership position, have an important role in assessing the changes taking place--in instigating and supporting research related to the technology of instruction--in informing school and lay persons about developments--in giving leadership to the revision of curricula and the organizational and operational patterns of schools in providing funds--and in developing policies for helping schools to re-tool for the change? Many SDE personnel recognize that these changes are taking place (See Chapter IV.) and that changes in the NEM/AV field are keys to innovations described as the "technological revolution in education." One needs only to think of the potentials of language laboratories, educational television, teaching machines, and programed instruction to realize that explosive forces for educational changes are inherent in the newer media.

Attention is called to the fact that the number of materials and devices in the NEM/AV field, the complexities of these, the technical knowledge required, the theoretical base about communications needed, the educational insight and understanding necessary to develop and energize their use in school programs to effect significant changes in school curricula require a high degree of specialization.

NEM/AV leadership today demands specialization in understanding of and skill in the technical aspects of new media, as well as old, in knowledge of the learning process, the teaching process, and the unique role of each device or media. Expertness is needed for answers to questions which have been posed. Questions related to media include: What can each media do best or not at all? What are the appropriate roles of each? What combinations of media will maximize learning? Under what circumstances? At what grade levels? In what kinds of learning environments? How will the relationship between teachers and students change? How will technological innovations affect the total plan of instruction? How will the school structures be altered? Schedules? Class size? Administration? How will the systems approach affect curriculum development? In-service, pre-service education?

Not only does the NEM/AV specialist need to have breadth of educational background and specialization in instructional technology, but also to have the leadership skills to discover, mobilize, and release the abilities of others. If the State department, in performing its leadership function, needs a high degree of competency in the NEM/AV field in order to foster improvement at the local level, apprise the legislature of developments and needs, and cooperate with other agencies in making plans for educational programs embracing instructional technology, then a NEM/AV specialist with supporting technical and clerical assistance would appear to be indispensable to the long-range State program of education.

GROWTH CHARACTERISTICS: DEVELOPMENT OF CRITERIA AND APPRAISAL OF PROGRESS

To assess NEM/AV programs as good or bad was not the purpose of this investigation; to compare the activities of one State with those of another was never intended. But it may be useful to the reader in interpreting what is happening nationally or in an individual State to view the NEM/AV activity within some kind of framework.

It is a natural inclination of the human organism to reorder his world so as to maintain a balanced relationship to it, but it also may be his capacity for viewing things in perspective that prompts him to seek order and structure and to introduce relationships. This may have happened in the course of this study. Staff members sensed a pattern of growth, of maturation occurring in the development of SDE NEM/AV educational programs and services. In view of this, it was hypothesized that certain levels in development could be identified by characteristic behaviors, activities, needs, and problems much as the growth process of children and youth can be related to developmental levels. An effort to suggest these levels of development is attempted here with little elaboration, but with the idea that this procedure might help SDE and/or NEM/AV leaders to identify their own patterns of growth. A construct, Figure 1, following, visualizes levels of program development and growth characteristics schematically. The levels are designated as internal support functions of a NEM/AV operation and external support functions. The latter applies to NEM/AV activities in areas served by the central organizational (internal) unit. The growth characteristics should be viewed as developmental tasks which are necessary in a structured development of a well-balanced SDE NEM/AV program. Though this construct describes the SDE, the levels and characteristics of growth may also be applicable to other NEM/AV situations.

Growth Characteristics and Developmental Tasks

An enumeration of developmental tasks which characterize the growth pattern and serve as a core of a well-balanced NEM/AV activity appears here and in Figure 1. The list is incomplete and only suggestive. Characteristics are purposely randomized since their order of occurrence will vary for each SDE NEM/AV situation. These guidelines and gross points of identification in patterns of growth follow:

Assess staff awareness of audiovisual and newer educational media

Define functions and role of NEM/AV in SDE

Determine NEM/AV staffing needs

Develop short- and long-term goals based on NEM/AV functions

Provide appropriate housing and resources for NEM/AV operation

Assign NEM/AV responsibility to a person

Conduct in-service activities with SDE staff

Determine statewide NEM/AV needs

Establish requirements for NEM/AV staff

Determine position of NEM/AV operation in the administrative structure

Plan steps for achieving long-term goals (operational)

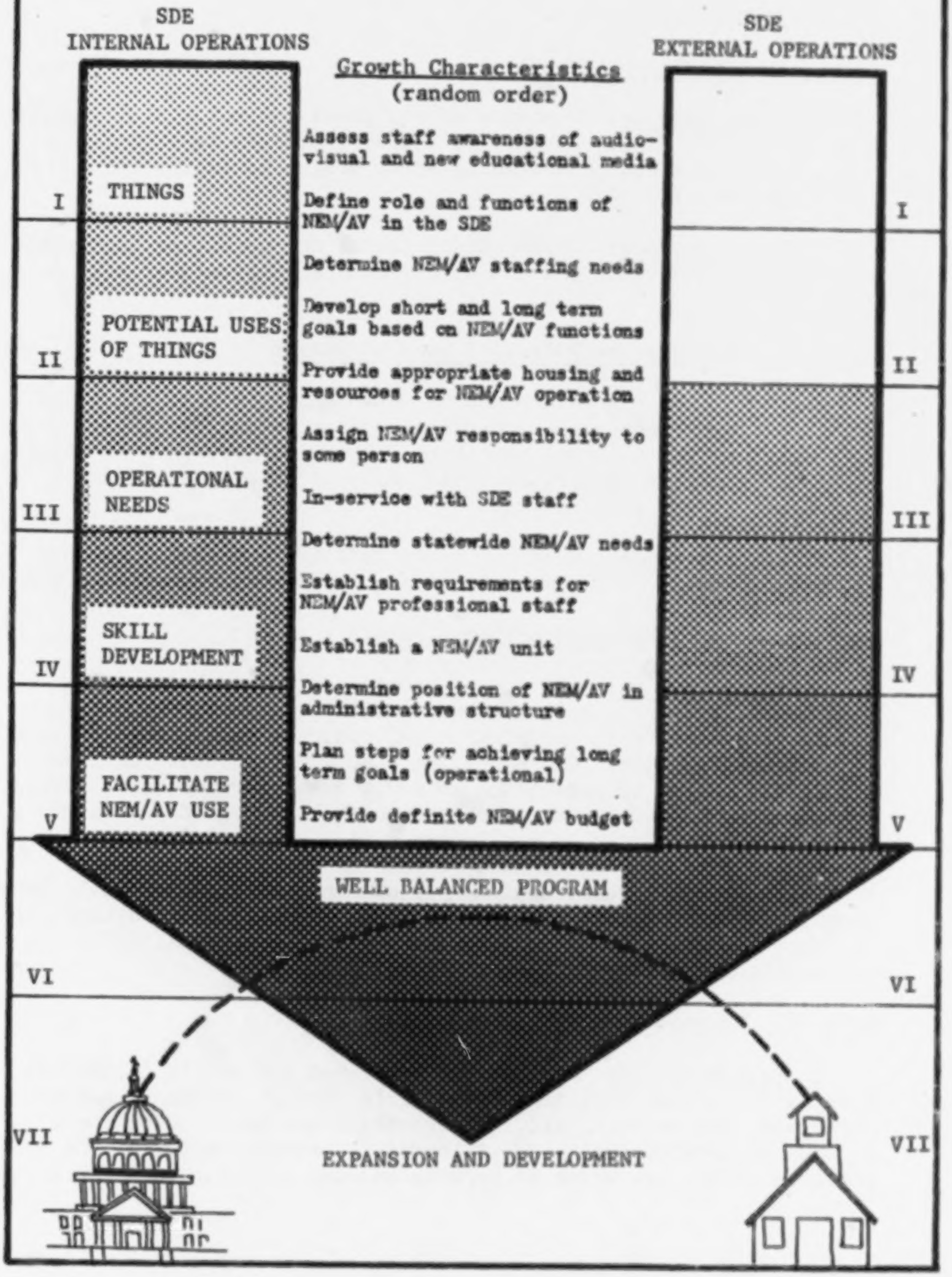
Provide definite NEM/AV budgets

Levels of Development in a Well-balanced NEM/AV Program

Levels of development in a well-balanced NEM/AV program appearing

FIGURE I

LEVELS OF DEVELOPMENT AND GROWTH CHARACTERISTICS


SDE
INTERNAL OPERATIONS
SDE
EXTERNAL OPERATIONS
I
THINGS
II
POTENTIAL USES OF THINGS
III
OPERATIONAL NEEDS
IV
SKILL DEVELOPMENT
V
FACILITATE NEM/AV USE
WELL BALANCED PROGRAM
VI
VII
EXPANSION AND DEVELOPMENT

Growth Characteristics
(random order)

Assess staff awareness of audio-visual and new educational media

Define role and functions of NEM/AV in the SDE

Determine NEM/AV staffing needs

Develop short and long term goals based on NEM/AV functions

Provide appropriate housing and resources for NEM/AV operation

Assign NEM/AV responsibility to some person

In-service with SDE staff

Determine statewide NEM/AV needs

Establish requirements for NEM/AV professional staff

Establish a NEM/AV unit

Determine position of NEM/AV in administrative structure

Plan steps for achieving long term goals (operational)

Provide definite NEM/AV budget

in the construct, Figure 1, as topical headings, are briefly described here. Each level is mutually supportive of the others and continues with greater or less emphasis as the SDE NEM/AV program matures through activities related to its internal and external support functions.

Level I. Emphasis on Things

Characterized by: Presence of equipment and materials; familiarity with media, films, filmstrips, slides, models, tape recorders, projectors; interest in new media--ETV, programed instruction, 8mm films, and so forth.

Problems include: Over-enthusiasm for one aspect or "gimmick"; overwhelmed by amounts and kinds; threat that the teacher will be replaced.

Level II. Emphasis on Potential Uses of Things

Characterized by: Awareness of potential use; willingness to try out informal educational devices such as radio, TV, films, mazagines, etc., in formal education; observation of uses by others; expressed desire to experiment with media; concept that NEM/AV are "aids" to the printed page.

Problems include: Conflict with traditional methods, administrative fear of public misunderstanding--"movies are entertainment."

Level III. Emphasis on Operational Needs

Characterized by: Efforts to provide space, room-darkening facilities, procure a budget (however small) to rent, borrow or obtain free materials; to offer some repair or maintenance service to accommodate users. Characterized also by interested persons giving extra time to organizing an audiovisual service unit. (This is often the genesis of assigned responsibility for NEM/AV work.)

Problems include: Too much trouble to darken classrooms or to lug equipment around; equipment placement interrupts normal classroom procedures and sometimes discipline; objectionable advertising in "free films"; emphasis of program limited to personal interests of enthusiasts.

Level IV. Emphasis on Development of Skills

Characterized by: Recognization of need for skills in NEM/AV; in-service, pre-service training efforts through meetings, demonstrations, course work, etc.; administrative support of teachers' efforts to develop skills in utilization; interpretation of the importance of the new media to parents and lay public. Also characterized by: beginning of a teacher attitude that for good teaching one must use new media; use of new media becoming educationally respectable.

Problems include: Organization of in-service activities and preservice coursework; assumption on the part of the uninitiated that films, radio, TV, etc. teach by themselves; no skills needed; "a little knowledge is a dangerous thing."

Level V. Emphasis on Facilitating NEM/AV Use

Characterized by: Efforts to clear away obstacles to effective use; such as class schedules, delivery schedules, availability of materials, quality in materials; opposition to use; pressures from conflicting points of view about worth; finding time for use; and scattered efforts at action research.

Problems include: Increasing technical knowledge and professional skills required to use materials and equipment, inadequate budgets to meet increasing demands; integration of NEM/AV into the curriculum.

Level VI. Emphasis on a Well-balanced Program

Characterized by: Long-range planning; coordinate and cooperative efforts to solve mutual problems; introduction of new concepts and ideas about instructional technology and its place in instructional programs; continuous evaluation of program; increased specialization of personnel; provision for increased NEM/AV resources.

Problems include: Need for cooperative assistance; crossing political boundaries (ETV); curriculum revision; school reorganization; increased financial needs; jurisdictional problems; relationship of groups to one another and so on.

Level VIII. Emphasis on Expansion and Development

Characterized by: Efforts to increase teacher use of equipment and material, especially the newer media; publications including catalog, guides, courses of study with NEM/AV uses built in; accelerated volume of use; encouragement of cross-media approach, curriculum revision to make intensive and systematic use of new media; greater parent interest; also characterized by attempts to marshall equipment, materials and curriculum into a systems approach wherein all of the resources of our instructional technology can be effectively used in the educative processes.

Problems include: Lack of adequate budget; "fight to go backward" on part of traditionalists; return to the "good old days," "3 r's goodenuf for me--goodenuf for my kids," concept; lack of adequate training of NEM/AV specialist; insufficient research; failure to apply what is known from research; refusal to accept the accelerated rate of change needed in education today.

Conclusion

Organizational structures become obsolete and disintegrate unless they are continuously modified or changed to bring them into closer harmony with changed requirements of the times. Education is no exception. This chapter has raised questions, reviewed practices, and suggested procedures which can assist SDE personnel and others to view and structure their immediate activities into broader relationships based on functional activities. A long-range NEM/AV program planned in terms of an appropriate role in the SDE, delimited on the basis of appropriateness of function, and developed in harmony with modern concepts of the instructional process can provide at the State level maximum pontentials for NEM/AV statewide leadership.

CHAPTER VI

SOURCE LIST OF SELECTED NEM/AV PUBLICATIONS

Publications selected for this bibliography are related to new educational media and audiovisual education and were supplied to the SAVES project staff during the course of the field interviews with State department of education staff members.

Purposes

The purposes of the bibliography are (1) to provide examples of publications referred to in the State reports (Chapter III); and (2) to make available sources of NEM/AV publications prepared by SDE staffs, often in cooperation with individuals, committees, associations or institutions outside the department, or entirely prepared by outside groups sponsored and distributed by the department.

Bases of Selection

The listing is selective in that it contains only a few of the many publications obtained during the study. These typify the range and variety of topics covered by departmental publications in relation to NEM/AV materials, devices, standards, procedures, services, and research. A few conference reports and meeting summaries are included because they provide information on NEM/AV progress and development, and are indicative of needs, concerns, and problems in the new educational media and audiovisual education field.

Other Types of SDE Publications (Not included here)

Other publications frequently published by State departments of education, but specifically excluded from this listing, are the following types:

1. Catalogs of materials available for distribution to public schools.
2. Lists of audiovisual materials related to specific units of study, curriculum guides, and subject matter areas.
3. Directories of audiovisual personnel in the State or directories of audiovisual service centers serving the schools of the State.
4. Equipment standards for purchase under provisions of the National Defense Education Act.
5. Teacher guides to the classroom use of specific educational television programs available to public schools as part of the instructional program.
6. Mimeographed, one-time publications in the form of memoranda and reprints of NEM/AV articles, speeches and bibliographies.

7. Newsletters, official monthly bulletins, and other serial publications containing an item or column on NEM/AV matters. Occasionally an entire issue might be devoted to a new educational media topic.
8. Forms for special surveys of NEM/AV equipment, materials, facilities and services. Inventories of materials, equipment, and expenditures are sometimes requested on annual reports to the department.
9. Summary statements about legal matters related to the NEM/AV field.

All of these represent recognition by State departments of the need to implement the NEM/AV program through specialized publications directed to several different audiences.

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Audio-Visual and Other Instructional Materials. Prepared by Instructional Services Division, George L. Cleland, Director; C. C. Rice; and Harold Caldwell. Topeka: Kansas State Department of Public Instruction, 1961.

Classroom utilization of materials; development of a local school audiovisual program.

Audio-Visual Coordinators' Handbook, 1961-1962. 1109 Kinau Street, Honolulu 14: Hawaii State Department of Education, Audio-Visual Center.

Services available from the State's audiovisual center; functions of the audiovisual coordinator; standards for organization for an audiovisual service in the local school; and instructions for care of materials and operation of equipment.

Audio-Visual Handbook. Prepared by the Division of Audio-Visual Education, Earl Cross, Coordinator; and Robert de Kieffer and

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Values of audiovisual aids; classroom utilization of audiovisual aids; developing a school audiovisual program.

Audio-Visual Handbook for Teachers. Trenton: New Jersey State Department of Education. 1954.

Brief but comprehensive report of good practices in the use of audiovisual instructional materials.

Audio-Visual Instruction--An Administrative Handbook. Prepared by Statewide Secondary Curriculum Committee and Audio-Visual Study-Production Committee. Jefferson City: Missouri State Department of Education, Division of Audio-Visual Education. n.d.

Comprehensive and well-illustrated. Creating the learning environment, organizing an audiovisual program, including discussion of equipment and materials, instructional materials centers, school plant facilities, utilization and evaluation practices.

Audio-Visual Program, The. A Guide for Initiating and Expanding Audio-Visual Programs for the Improvement of Instruction in the Schools of Indiana. Bulletin No. 218. Indianapolis: Indiana State Department of Public Instruction. 1956.

Comprehensive discussion of curriculum materials, equipment, local production of materials, school plant facilities, administration, supervision, financing audiovisual programs.

Audio-Visual Suggestions for School Building Planners. An Administrator's Check List. Curriculum Services Series No. 9. Harrisburg: Pennsylvania State Department of Public Instruction. 1962.

A check list of items related to NEM/AV facilities prepared for school plant planners. Suggestions and specifications apply to auditoriums, classrooms, and instructional materials centers.

Biennial Audio-Visual Report for Colorado Schools. Prepared through the Cooperation of the Division of Accreditation, State Department of Education, and the Bureau of Audio-Visual Instruction, University of Colorado. Denver: Colorado State Department of Education, Office of Instructional Services. 1960.

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Developing an Electronic Language Classroom. Prepared by Thomas D. Paolucci. Albany: New York State Education Department. n.d.

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Guide to the Use of Programmed Instruction. Prepared by the Pennsylvania State Advisory Committee on Programmed Instruction. Curriculum Services Series No. 4. Harrisburg: Pennsylvania Department of Public Instruction. 1961.

Definitions, research, utilization factors, and costs related to programmed instruction.

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Manual of duties for student library assistants, and procedures for them to follow in the school libraries.

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